



2019  
2020

# Government Advertising Report



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Government Advertising Report 2019–2020  
Communications Nova Scotia  
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# Message from the Minister

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It is my pleasure to present the annual Government Advertising Report for 2019-2020.

Communications Nova Scotia (CNS) aims to ensure that Nova Scotians understand what government is doing and why. Led by data and research, CNS makes certain that government's messages are placed in media that meet Nova Scotians where they are and stands out in today's busy information landscape. CNS' advertising approach is guided by a goal to be inclusive in order to reach our diverse audience with information that impacts them and their communities.

This report highlights the methods CNS used to reach Nova Scotians with important government information in 2019-20, as well as the results of those efforts. CNS continues to refine its strategies for reaching different audiences and ensuring that information about government programs, services and legislation is accessible to all. Working with departments, agencies and partners, CNS increasingly integrates opportunities to engage directly with Nova Scotians, while ensuring campaigns have broad reach, through a mix of marketing tools and platforms.



Honourable Patricia Arab  
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 2019–2020

Department	Television	Radio	Print	Online	Social	Sem*	Ooh**	Production And Design	Total
Acadian Affairs and Francophone	\$0	\$0	\$1,537	\$0	\$0	\$0	\$0	\$0	\$1,537
Agriculture	\$36,073	\$3,488	\$5,335	\$10,620	\$4,000	\$0	\$38,968	\$0	\$98,484
Business	\$0	\$34,157	\$7,122	\$4,500	\$339	\$0	\$0	\$0	\$46,118
Communications Nova Scotia	\$0	\$0	\$1,800	\$2,850	\$10,758	\$4,472	\$0	\$14,230	\$34,110
Communities, Culture and Heritage	\$8,696	\$2,338	\$11,868	\$1,864	\$7,401	\$1,061	\$9,568	\$0	\$42,795
Community Services	\$0	\$0	\$14,037	\$9,772	\$4,516	\$5,828	\$0	\$1,643	\$35,796
Education and Early Childhood Development	\$0	\$60,041	\$3,194	\$0	\$7,551	\$0	\$0	\$3,893	\$74,678
Emergency Management Office	\$0	\$0	\$1,000	\$0	\$3,000	\$0	\$10,536	\$0	\$14,536
Energy and Mines	\$0	\$0	\$2,259	\$4,628	\$2,547	\$3,059	\$0	\$0	\$12,493
Environment	\$0	\$0	\$4,069	\$0	\$0	\$0	\$0	\$0	\$4,069
Executive Council Office	\$0	\$0	\$17,910	\$5,292	\$2,782	\$2,721	\$0	\$0	\$28,705
Finance and Treasury Board	\$0	\$0	\$0	\$2,675	\$742	\$0	\$0	\$0	\$3,417
Fisheries and Aquaculture	\$0	\$0	\$2,930	\$0	\$0	\$0	\$0	\$0	\$2,930
Health and Wellness	\$34,012	\$64,236	\$58,927	\$24,950	\$11,270	\$7,574	\$65,646	\$86,650	\$353,264
Immigration	\$0	\$0	\$31,730	\$11,333	\$7,872	\$1,606	\$0	\$37,928	\$90,468
Internal Services	\$0	\$0	\$895	\$0	\$0	\$0	\$0	\$0	\$895
Justice	\$61,421	\$57,162	\$23,908	\$47,134	\$15,488	\$7,103	\$97,833	\$7,619	\$317,669
Labour and Advanced Education	\$0	\$0	\$64,085	\$20,439	\$13,143	\$13,643	\$0	\$825	\$112,134
Lands and Forestry	\$0	\$0	\$25,791	\$0	\$837	\$0	\$0	\$0	\$26,628
Municipal Affairs and Housing	\$0	\$0	\$8,733	\$0	\$3,869	\$0	\$0	\$0	\$12,602
Office of Regulatory Affairs and Service Effectiveness	\$0	\$0	\$0	\$0	\$0	\$3,811	\$0	\$0	\$3,811
Protocol Office	\$0	\$0	\$3,390	\$395	\$1,500	\$0	\$0	\$0	\$5,285
Public Service Commission	\$0	\$0	\$0	\$546	\$5,957	\$0	\$0	\$0	\$6,503
Seniors	\$0	\$9,994	\$1,207	\$0	\$160	\$0	\$0	\$0	\$11,361
Service Nova Scotia and Internal Services	\$0	\$42,308	\$10,020	\$11,228	\$9,117	\$5,297	\$13,000	\$2,730	\$93,700
Status of Women	\$0	\$0	\$0	\$300	\$0	\$0	\$0	\$0	\$300
Transportation and Infrastructure Renewal	\$0	\$78,512	\$23,083	\$779	\$9,414	\$780	\$0	\$983	\$113,552
<b>Totals</b>	<b>\$140,203</b>	<b>\$352,235</b>	<b>\$324,829</b>	<b>\$159,304</b>	<b>\$122,265</b>	<b>\$56,954</b>	<b>\$235,550</b>	<b>\$156,500</b>	<b>\$1,547,840</b>
	9%	23%	21%	10%	8%	4%	15%	10%	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 2019–20

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

In 2019–20, the following campaigns fell under this category:

- **Get Your Hands on Local;**  
Department of Agriculture
- **Register Accommodations;**  
Department of Business
- **Foster Care;**  
Department of Community Services
- **Early Childhood Educators Recruitment;**  
Department of Education and Early Childhood Development
- **Pre-Primary Enrollment;**  
Department of Education and Early Childhood Development
- **COVID-19;**  
Department of Health and Wellness
- **Gambling Support Network;**  
Department of Health and Wellness
- **Human Organ and Tissue Donation Act;**  
Department of Health and Wellness\*
- **Tobacco Free Nova Scotia;**  
Department of Health and Wellness
- **Legalization of Cannabis;**  
Department of Justice
- **Graduate to Opportunity;**  
Department of Labour and Advanced Education
- **Immigration Domestic Business;**  
Nova Scotia Office of Immigration
- **Immigration International Recruitment;**  
Nova Scotia Office of Immigration\*
- **Home Heating Assistance Rebate;**  
Department of Service Nova Scotia and Internal Services
- **Winter Equipment Operators;**  
Department of Transportation and Infrastructure Renewal
- **Work Zone Safety;**  
Department of Transportation and Infrastructure Renewal

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

\*Costs are for creative development only in 2019–20, media buy occurred in 2020–21. Results have not been included in this report.

# 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.

## Timing

February–March 2020

## Destination URL

[tasteofnovascotia.com](http://tasteofnovascotia.com)

## Advertising Elements

Television, billboards, transit shelters, radio remote, online, social, and print

## Evaluation

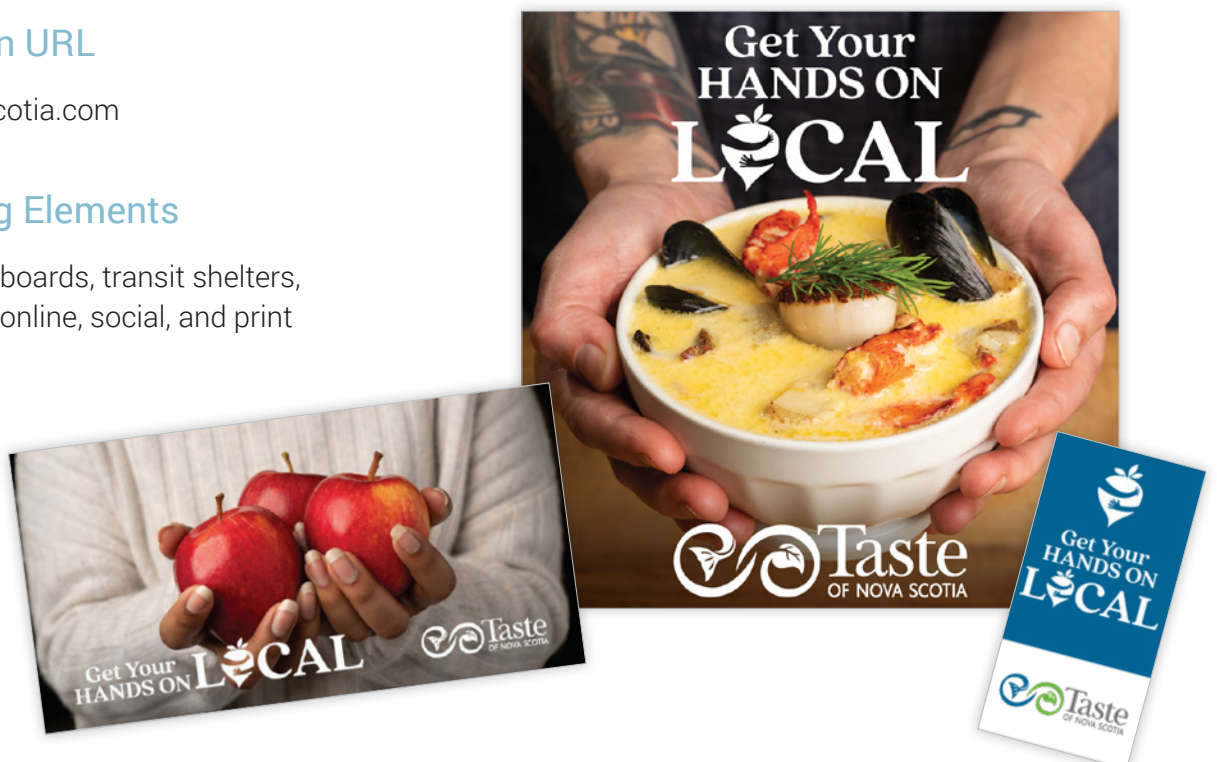
During the campaign, the website received 41,759 pageviews and 17,079 new users.

Top entry channels to the website:

- Organic Search (51%)
- Social (20%)
- Direct (18%)
- Other (8%)
- Referral (3%)

Social ads delivered 2,056,503 impressions and 5,639 engagements.

Online ads delivered 692,699 impressions and 1,811 clicks to the website.





# Register Accommodations

## Program Objective

To inform people who own a tourist accommodation in Nova Scotia that the new Tourist Accommodations Registration Act would be replacing the old Tourist Accommodations Act on April 1, 2020. To also inform these owners that they must register their accommodations.

## Marketing Objective

To encourage Nova Scotians who own a tourist accommodation to visit the website to learn more about the new Tourist Accommodations Registration Act.

## Timing

March 2020

## Destination URL

[novascotia.ca/short-term-rentals](http://novascotia.ca/short-term-rentals)

## Advertising Elements

Radio, online, print, and social



## Evaluation

During the campaign, the website received 2,014 pageviews and 871 new users.

Top entry channels to the website:

- Direct (30%)
- Organic Search (26%)
- Social (21%)
- Other (18%)
- Referral (5%)

Social ads delivered 102,075 impressions and 986 engagements.

Online ads delivered 397,226 impressions and 1,409 clicks to the website.

In Halifax, the radio buy reached 58% of adults 18+ and the message was heard approximately 6.2 times.

In Sydney, the radio buy reached 65% of adults 18+ and the message was heard approximately 6.6 times.

# 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 Objective

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

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

## Timing

May 2019–March 2020

## Destination URL

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

## Advertising Elements

Social, print, online, and search engine marketing



## Evaluation

During the campaign, the Foster Care website received 51,487 pageviews and 31,591 new users.

Top entry channels to the website:

- Organic Search (51%)
- Direct (37%)
- Social (7%)
- Other (3%)
- Referral (1%)

Online ads delivered 978,446 impressions and received 2,203 clicks.

Search engine marketing delivered 1,918,377 impressions and 10,345 clicks.

Social advertising delivered 169,817 impressions and 2,930 engagements.

# Early Childhood Educators (ECEs) Recruitment

## Program Objective

To increase the number of early childhood educators in Nova Scotia.

## 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.

To encourage potential candidates to learn more by visiting the website.

## Timing

August–September 2019

March 2020

## Destination URL

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

## Advertising Elements

August–September 2019: Social

March 2020: Radio



## Evaluation

### August 2019 to September 2019

During the August to September 2019 campaign period, the website received 10,168 pageviews and 4,579 new users.

Top entry channels to the website:

- Organic (57%)
- Direct (27%)
- Referral (9%)
- Social (7%)

Social advertising delivered 585,657 impressions and 840 engagements.

### March 2020

During the March 2020 campaign period, the website received 4,884 pageviews and 2,075 new users.

In Halifax, the radio buy reached 55% of adults 18+ and the message was heard approximately 5.5 times.

In Sydney, the radio buy reached 59% of adults 18+ and the message was heard approximately 6.2 times.

# Pre-Primary Enrollment

## Program Objective

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

## Marketing Objective

To encourage registration and to drive traffic to the website.

## Timing

June 2019

March 2020

## Destination URL

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

## Advertising Elements:

June 2019: Radio and social

March 2020: Social



## Evaluation

### June 2019

During the June 2019 campaign period, the website received 3,922 pageviews and 1,693 new users.

Top entry channels to the website:

- Direct (52%)
- Organic (42%)
- Referral (4%)
- Social (2%)

Social ads served 42,087 impressions and 258 engagements.

In Halifax, the radio buy reached 38% of adults 18+ and the message was heard approximately 5.3 times.

In Sydney, the radio buy reached 59% of adults 18+ and the message was heard approximately 7.3 times.

### March 2020

During the March 2020 campaign period, the website received 3,623 pageviews and 1,575 new users.

Top entry channels to the website:

- Direct (51%)
- New Users (38%)
- Referral (9%)
- Social: 2%

Social advertising delivered 4,989 impressions and 76 engagements.

# COVID-19

## Program Objective

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

## 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

March 2020

## Destination URL

[novascotia.ca/coronavirus](https://novascotia.ca/coronavirus)

## Advertising Elements

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



## Evaluation

During the month of March 2020, the website had 1,731,226 pageviews and 347,382 new users.

The top website pages for this campaign were:

- [novascotia.ca/coronavirus](https://novascotia.ca/coronavirus) (96%)
- [novascotia.ca/coronavirus/fr](https://novascotia.ca/coronavirus/fr) (0.7%)
- [novascotia.ca/coronavirus/what-the-health-protection-act-order-means](https://novascotia.ca/coronavirus/what-the-health-protection-act-order-means) (0.17%)
- [novascotia.ca/coronavirus/education](https://novascotia.ca/coronavirus/education) (0.12%)

Top entry channels to the website:

- Organic Search (51%)
- Referral (18%)
- Direct (15%)
- Social (13%)
- Paid Search (4%)

Radio in Halifax reached 65% of adults 18+ and each person heard the ads approximately 16 times.

Radio in Sydney reached 68% of adults 18+ and each person heard the ads approximately 10 times.

Social advertising delivered 2,496,618 impressions and 38,973 engagements.

Search engine marketing delivered 267,302 impressions and had 36,940 clicks.



# 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

October 2019–January 2020

## Destination URL

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

## Advertising Elements

Television, digital screens, and search engine marketing

## Evaluation

During the campaign, the website had 4,744 pageviews and 2,231 new users.

Top entry channels to the website:

- Direct (44%)
- Organic Search (27%)
- Social (12%)
- Referral (11%)
- Paid Search (7%)

Social advertising delivered 511,287 impressions and received 587 engagements.

Search engine marketing delivered 38,307 impressions and received 603 clicks.



# Tobacco Free Nova Scotia

## 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 encourage Nova Scotians to visit the program's website or to call 811.

## Timing

January–February 2020

## Destination URL

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

## Advertising Elements

Online, social, print, digital screens, out-of-home, and search engine marketing



## Evaluation

During the campaign, the website received 7,641 pageviews and 3,869 new users.

Top Entry channels to the website:

- Direct (32%)
- Referral (17%)
- Organic Search (13%)
- Paid Search (12%)
- Social (9%)

Social advertising delivered 274,364 impressions and 2,008 engagements.

Online delivered 253,941 impressions and 475 clicks to the website.

Search engine marketing delivered 21,796 impressions and 759 clicks to the website.



# Legalization of Cannabis

## Program Objective

To create awareness and educate the public about legal cannabis in Nova Scotia.

## Marketing Objective

To encourage Nova Scotians to learn more about the new cannabis legislation, in particular the legalization of edibles and topicals, by driving people to the website.

While the emphasis was to drive people to the [novascotia.ca/cannabis](https://novascotia.ca/cannabis) website, there was a focus on driving awareness for health effects, impaired driving, legal storage, and responsible consumption.

## Timing

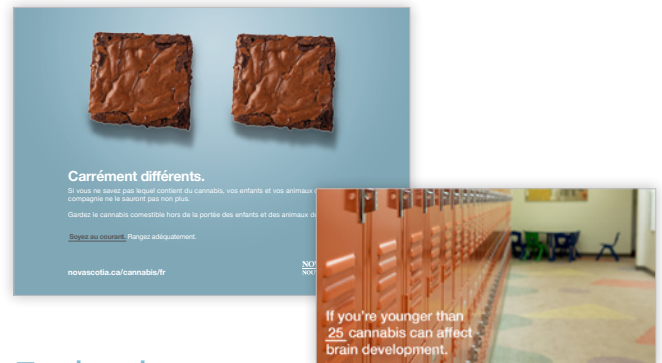
July 2019–March 2020

## Destination URL

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

## Advertising Elements

Television, online, social, print (French only), cinema, out-of-home (bus exteriors and transit shelters), digital screens, radio (French and Arabic only), and search engine marketing.



## Evaluation

During the campaign, the website had 63,521 pageviews and 26,460 new users.

The top website pages for this campaign:

- [novascotia.ca/cannabis/laws](https://novascotia.ca/cannabis/laws) (48%)
- [novascotia.ca/cannabis](https://novascotia.ca/cannabis) (34%)
- [novascotia.ca/cannabis/impaired-driving](https://novascotia.ca/cannabis/impaired-driving) (4%)
- [novascotia.ca/edibles-extracts-and-topicals](https://novascotia.ca/edibles-extracts-and-topicals) (3%)
- [novascotia.ca/cannabis/health-effects](https://novascotia.ca/cannabis/health-effects) (1%)
- [novascotia.ca/cannabis/fr](https://novascotia.ca/cannabis/fr) (1%)

Top entry channels to the website:

- Organic Search (39%)
- Paid Search (20%)
- Social (11%)
- Direct (5%)
- Paid Online (4%)

Social advertising delivered 205,703 impressions and 11,095 engagements.

Online ads delivered 4,259,777 impressions and 7,065 clicks to the websites.

Search engine marketing delivered 213,443 impressions and 22,292 clicks to the website.



# 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 Objective

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

April 2019–March 2020

## Destination URL

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

## Advertising Elements

Print, online, search engine marketing, and social

## Evaluation

During the campaign, the website had 41,342 pageviews and 20,825 new users.

Top entry channels to the website:

- Organic Search (33%)
- Display (30%)
- Social (10%)
- Direct (10%)
- Paid Search (9%)

Social ads delivered 1,098,567 impressions and 15,888 engagements.

Online ads delivered 1,260,382 impressions and 2,782 clicks to the website.

Search engine marketing delivered 865,734 impressions and 5,410 clicks to the website.



# Immigration 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 2020

## Destination URL

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

## Advertising Elements

Print, social, and search engine marketing

## Evaluation

During the campaign, the website had 55,672 pageviews and 24,796 new users.

Top entry channels to the website:

- Direct (67%)
- Organic Search (23%)
- Social (6%)

Social ads delivered 101,358 impressions and 3,513 engagements.

Search engine marketing delivered 20,128 impressions and 511 clicks to the website.



# Home Heating Assistance Rebate (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 apply online.

## Timing

October 2019–March 2020

## Destination URL

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

## Advertising Elements

Radio, digital screens, social, print, online, and search engine marketing

## Evaluation

During the campaign, the website had 97,301 pageviews and 28,528 new users.

Top entry channels to the website:

- Organic Search (59%)
- Social (19%)
- Direct (16%)
- Referral (3%)
- Email (2%)

Social ads delivered 1,549,581 impressions and 13,471 engagements.

Online ads <https://specs.eyereturn.com/> <https://specs.eyereturn.com/> 509,321 impressions and 1,006 clicks to the website.

Search engine marketing delivered 84,689 impressions and 20,789 clicks to the website.

Radio in Halifax reached 59% of adults 18+ and each person heard the ads approximately 8 times.

Radio in Sydney reached 63% of adults 18+ and each person heard the ads approximately 7 times.



# Winter Equipment Operators

## Program Objective

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

## Marketing Objective

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. The job fairs were for the recruitment of winter equipment operators.

## Timing

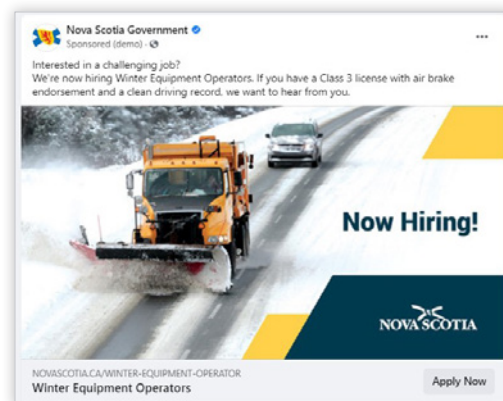
September–October 2019

## Destination URL

[novascotia.ca/winter-equipment-operator](https://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](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.

Social ads designed for general awareness delivered 343,711 impressions and 1,581 engagements.

Social ads designed to promote the job fairs delivered 73,274 impressions and 2,993 engagements.

The online ads were placed on Kijiji's job posting section and information is not available regarding the delivery of these ads.

Radio in Halifax reached 50% of adults 18+ and each person heard the ads approximately 5 times.

Radio in Sydney reached 50% of adults 18+ and each person heard the ads approximately 4 times.

# 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–September 2019

## Advertising Elements

Radio and social

## Evaluation

The paid social ads delivered 822,483 impressions and 1,079 total engagements.

The breakdown of these engagements are as follows:

- 53 post comments
- 403 post shares
- 622 post reactions
- 1 page like

Radio in Halifax reached 54% of adults 18+ and each person heard the ads approximately 7 times.

Radio in Sydney reached 59% of adults 18+ and each person heard the ads approximately 8 times.

