

Saskatchewan Industry and Resources 2103 - 11th Avenue Regina, Canada S4P3V7

July 10, 2003

Mr. David MacLean Canadian Taxpayers Federation #105 – 438 Victoria Avenue East REGINA SK S4N 0N7

Dear Mr. MacLean:

Re: Access to Information -- Application # IR10-03G

Your request for access to records regarding the *Our Future is Wide Open* campaign was received in our office on June 10, 2003.

We are granting access to the information requested on the total amount spent on the campaign, as well as the breakdown of costs relating to advertising and communication advice. Please note that the figures shown hereunder represent actual expenditures to date, as well as committed costs to July 31, 2003.

•	Advertising/Promotion (includes development,	
	placement, events, posters, brochures)\$4,220	0,000
•	Communication Advice:	
	• Focus Group Spending	7,000
	• Polling <u>\$ 17</u>	7,000
_	Total \$4.26/	

Access is being granted to the market research report on the performance of the *Our Future is Wide Open* campaign. A copy of the June 2003 report is attached.

I also wish to advise that the polling information on the campaign, entitled Saskatchewan Industry and Resources – "Our Future is Wide Open" Opinion Survey, December 2002, is publicly available on the government Web site at www.executive.gov.sk.ca/polling.htm.

Mr. David MacLean Page 2 July 10, 2003

Your request for results of focus group testing is not being released as this information could reasonably be expected to disclose advice, recommendations and analyses developed for the department. Information of this nature may be exempted from access according to Clause 17(1)(a) of The Freedom of Information and Protection of Privacy Act.

If you wish to have this decision reviewed, you may do so within one year of this notice. To request a review, you must complete a "Request for Review" form which is available at the same location where you applied for access. Your request should be sent to the Information and Privacy Commissioner at:

Mr. Richard Rendek, Q.C. Acting Saskatchewan Information and Privacy Commissioner #208 – 2208 Scarth Street REGINA SK S4P 2J6 Phone: 787-8350

1101101 707 0200

Further correspondence on this request should be directed to me at:

3rd Floor, $2103 - 11^{th}$ Avenue, Regina, Sk., S4P 3V7

Phone: (306) 787-0752 Fax: (306) 787-3872

Yours truly,

Verna Mogk Access Officer

Freedom of Information

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Attachment

cc: FOI Unit, Justice

OUR FUTURE IS WIDE OPEN

Point-of-View on Campaign Performance

June 10, 2003

Presented to Saskatchewan Industry & Resources

Suite 602 535 Thurlow Street Vancouver, BC V6E 3L2

t. 604.662.7115 f. 604.662.7155 toll free 1.888.517.8877 www.marketexplorers.ca

OUR FUTURE IS WIDE OPEN ADVERTISING — POINT-OF-VIEW ON CAMPAIGN PERFORMANCE

Introduction

Saskatchewan Industry and Resources launched *Our Future is Wide Open* in-province advertising campaign in November/December 2002. The campaign's goal inside the province is to raise optimism about Saskatchewan's economic future and increase awareness of its economic strengths. The audiences are Saskatchewan taxpayers, as well as news media, businesses and investment communities. The campaign, while aimed at the general Saskatchewan taxpayer, had an "executional" target of adults 18 to 49 years old. The campaign was supported with about 1500 TV Gross Rating Points (GRPs) in urban centres and about 200 Radio GRPs.

An evaluation survey was conducted following the campaign in early December. Survey results demonstrated strong advertising breakthrough and message communication. However, some Saskatchewan media have reported that the results demonstrate the campaign has not been successful to date.

Therefore, Saskatchewan Industry and Resources contracted **market***explorers*, a communications research consultancy firm based in Vancouver, to review the research results and provide an objective point-of-view on campaign performance based on the poll results. This report summarizes our point-of-view and presents a discussion of general advertising evaluation and learning in context of advertising norms and case studies.

market*explorers*

market explorers was established in 1996 as a research firm specializing in communications and advertising research. Our client base extends across Canada, including major advertisers such as Best Buy/Future Shop, Credit Unions, BC, Western and Atlantic Lotteries, BC Hydro, BC Gas, WCB, and Shaw Cable, to name a few. For more information on the company, please visit our website at www.marketexplorers.ca.

Having evaluated over 250 campaigns in our years of business, **market***explorers* now has an advertising industry normative database. These advertising norms are applied to assess advertising performance at specific advertising spending levels. Our norms and case studies include several attitudinal and social marketing campaigns including WCB *WorkSafe* advertising, BC Hydro *Power Smart* energy saving advertising, Alberta Cancer Foundation *Simply Healthy* advertising and Vancouver/Richmond Health Board *Condomania* safer sex advertising. These campaigns have similar objectives to *Our Future is Wide Open* advertising – social marketing



advertising designed to change attitudes and perceptions towards a certain issue.

Majid Khoury, author of this paper, is founder and President of **market** *explorers*. Majid has over 17 years experience in advertising research and has evaluated hundreds of campaigns during his career. Majid's résumé is appended.

Our Interpretation of Our Future is Wide Open Research Results

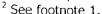
The following is our interpretation of the research results. The reader is reminded that **market***explorers* was not involved in the design and execution of the evaluation program. We are simply reviewing the results of the poll and putting them in context of our advertising norms and expertise in advertising evaluations.

The advertising, in line with spending, was well noticed. One of the key findings of the research is that over one-half (58%) of Saskatchewan adults indicated they were aware of the *Our Future* is *Wide Open* campaign. This is above the industry norms of 46% advertising awareness of campaigns after 1500 GRPs and the norm of 50% recognizing a description of the campaign at this spending level – as tracked by our national database.

The awareness level is not surprising given that this advertising seems to have the right elements to get noticed. Our research in advertising effectiveness points to a correlation between likeable, informative advertising and advertising breakthrough. *Our Future is Wide Open* is performing well on these elements. Specifically:

- 20% of respondents exposed to the advertising claimed they learned something new about Saskatchewan, aligned with our informative advertising norms of 14%.
- Likeability rating of the advertising is 78% (based on average rating of "liked the images and pictures of Saskatchewan" and "liked the music"), versus our likeability norm of 26%¹.
- Feeling good about living in Saskatchewan as a result of seeing the advertising is 73%, versus our norm on positive perception of sponsor of 11%².

¹ This is not a direct comparison given that the ratings in the poll were translated to correspond to our norms. Still, the campaign is obviously performing well on this measure.





Based on the poll results, there are two other success factors of this campaign:			
1.	Effective Media Buy: Analysis of results by the primary "executional" targets – adults 18 to 49 – shows statistically significant stronger advertising performance among those targets versus others. This points to an effective media buy against target.		
2.	Effective Message Communications: All results on message communication questions, both unaided and aided, show, in our opinion, healthy levels of message communication.		

How We Expect This Campaign to Generate Impact

Based on learning from tracking campaigns of a similar nature and on the objectives of *Our Future is Wide Open* advertising, the following points should be kept in mind when assessing how this campaign will perform, long term, in achieving its objectives.

Advertising Awareness is Key

The first step in advertising impact is advertising awareness. Unless the majority of the target is repeatedly exposed to the advertising, we do not expect advertising to achieve any impact.

In this case, all indications are that this campaign performs on the awareness measure. *Our Future is Wide Open* advertising awareness is 58%. Considering this campaign had only one month of exposure, its advertising awareness compares favourably to the advertising awareness levels of various social marketing campaigns that have been running for years (the following results are based on 2002 BC data from research conducted by **market***explorers*):

• Workers Compensation Board (WCB) WorkSafe advertising (one year of advertising) 61%

• Participaction advertising (years of advertising – no recent activities) 56%

• Drinking and Driving Counter Attack (years of on-going activities) 79%

• ICBC Speed Kills advertising (years of on-going advertising) 69%

Anti-smoking advertising (years of on-going advertising)

Impact Requires Consistent Exposure

Advertising impact is only going to be achieved by keeping advertising awareness at healthy levels and ensuring repeated exposure for the message to sink in.

Our research has shown that advertising gaps (periods with no advertising) of over four months become cost-ineffective. During such periods, advertising awareness usually drops back to preadvertising levels. Additional waves of advertising after a long gap simply bring ad awareness levels back to where they left off, as opposed to moving them forward or even sustaining them. This situation only hinders advertising performance.

Therefore, it is important that this campaign continues, with on-going exposure (consider slightly lower weekly GRP levels but more weeks of exposure), prior to expecting to achieve impact.



Attitude Shifts Require Time AND Consistent Exposure

It is only with consistent exposure that attitudes begin to shift. Product advertising will increase awareness and interest in a product in a short period of time (usually a couple of months), but social marketing and/or brand building advertising takes time. A period of at least nine months of on-going advertising seems to be required prior to witnessing any attitude shifts. To put this in context, our experience conducting tracking research for advertising campaigns related to work safety, road safety and energy conservation, has shown that **sustained attitude shifts are witnessed only after years of advertising**.

Therefore, we do **not** expect the *Our Future is Wide Open* campaign to be evaluated on whether it shifted attitudes towards Saskatchewan after only five weeks of advertising. **We recommend assessment of attitude shifts after at least nine months of on-going advertising.** The December polling results, showing that 11% of respondents felt the advertising had positively affected their attitude towards Saskatchewan, should be viewed as a starting point. Only with repeated exposure of the advertising would we expect those measures to shift.

This expectation has been demonstrated in previous campaigns that **market***explorers* has assessed. For example, perceptions of a major B.C. utility as innovative and problem solving shifted from 20% to 30% following nine months of advertising and over 3000 GRPs.

Actual Economic Impact Takes Years

An ultimate objective of this advertising is to change behaviour that will reflect in economic impact for the province. Behavioural shifts take the longest to achieve. Substantial attitude shifts are required that become part of the taxpayers psyche. Only after years of attitude change, behavioural change follows and hard indicators begin to shift.

Consider the following two examples. The Insurance Corporation of British Columbia's *Road Safety* advertising ran for more than five years before any real reductions in accidents were realized. Current advertising by Workers Compensation Board of BC on back injury prevention is expected to take a minimum of three years before observing any real reductions in back injuries in the workplace. These examples highlight realistic expectations that should be applied to *Our Future is Wide Open* campaign; it is too early to begin assessing the economic impact of this campaign.



Conclusions

In summary, **market** *explorers* interpretations of the poll results are that the campaign was well noticed and well received by the target audience. There is nothing in the poll results to suggest that this campaign, with on-going exposure, will not achieve attitude shifts and long-term impact. However, it is too early at this stage to make final conclusions about the campaign's performance beyond its ability to be noticed. On-going monitoring is required to determine advertising performance over time.

For any questions, please contact Majid Khoury, President, at 1-888-517-8857, ext 850 or by email at majid@marketexplorers.ca

APPENDIX RÉSUMÉ OF MAJID KHOURY, AUTHOR

Majid Khoury, Partner, President market explorers

Majid holds a Bachelor of Arts from the American University of Beirut (Business-Economics – 1979), Masters of Business Administration (MBA) from Concordia University in Montreal (focus on marketing communications – 1985), and a Certificate in Advertising from the University of Montreal (1988).

Majid has over 17 years experience in marketing and communications research, starting his career in Montreal in 1986 and Toronto in 1990 – 1992 working with Tandemar Research (now IPSOS-ASI), a company specializing in advertising research. Majid moved to Vancouver in 1992 where he worked as Vice-President of Farrell Research Group and introduced the concept of continuous advertising tracking to Western Canada. In 1996, Majid set up **market** *explorers* (see www.marketexplorers.ca) a company specializing in communications research. During his career, Majid has assessed more than 500 advertising and public relations campaigns.

Well-respected in the BC research community for his extensive knowledge and expertise, Majid has been invited as a guest speaker at numerous marketing conferences, private organizations and universities. Most recently, he presented "Getting the Most of Your Advertising and Public Relations Dollars" to the Canadian Society for Marketing Professional Services (CSMPS) in Vancouver, "Utilizing Research in PR" to the Canadian Public Relations Society (CPRS) – Victoria, "Performance Measurement" at the 2001 CPRS National Conference in Whistler, "Evaluations of Public Affairs Programs" at the Conference Board of Canada Council of Public Affairs in May 2002 and "Communications Research and Evaluations" seminar for the Regina Chapter of IABC in September 2002. Majid is a regular presenter at the Royal Roads MBA Program in Public Relations and a regular columnist for www.prcanada.ca.

Majid also served as the Co-President of the Professional Marketing Research Society (PMRS) - BC Chapter for two years and is currently serving on the Board of PMRS - BC Chapter as PR Chair. He is a member of the Canadian Public Relations Society Vancouver, the International Association of Business Communicators and The Association of Account Planners. He is also a corporate cardholder member of The Vancouver Board of Trade.

Majid also has extensive **teaching experience** as sessional Marketing Research instructor at Simon Fraser University (1996), the British Columbia Institute of Technology (1997 to present), the Professional Marketing Research Society Education Program (2001 to present) and Langara College (2002/2003). Majid is currently on the Board of Directors of Volunteer Vancouver and on the Board of Directors of Bluesky Energy Ltd. He is also on an advisory committee for Volunteer Calgary.



Majid Khoury, Partner, President market explorers

Majid has published the following research papers and articles:

"On the Job Education - Challenges for Market Researchers" - Imprints, July 2002

"Advertising Evaluations – Things to Consider" - Imprints, June 2002

"On-Line Research – A Fad or a Trend?", Imprints, December 2000, Jordan Haythornthwaite and Majid Khoury.

"Advertainment Research Moves On-Line Campaign to Success", Imprints, December 2000, Wayne Kondruk, advertain.com, and Majid Khoury.

"Exploring Ad Recall", Marketline, January, 1998.

"Quality Management in Marketing Research Firm", Imprints, March 1997.

"Net Still Not a Mass Market Medium in BC', Business In Vancouver, June 15, 1997.
"Six Secrets of Starting Your Own Successful Research Business', Imprints, June 1996.

"Marketing Managers' Perceptions of Factors Affecting Sample Quality", Proceedings of the 22nd Annual Meeting of Decision Science Institute in Miami, November 1991.

"Task Complexity and Contingent Information Processing in the Case of Couple's Decision Making", Journal of Academy of Marketing Science, Fall 1987.

Majid also writes a monthly column (14 articles by October 2002) for the e-zine, www.prcanada.ca (see archives/research for a list of these publications at http://www.fastmpr.com/archives.htm#research).