

Canadian Health and Safety Campaign: Testing of Creative Components

Final Report

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Executive Summary

Background and Objectives:

Health Canada is launching Phase II of the Canadian Health and Safety advertising campaign. The overarching objective of the campaign is to provide information that is easy to understand and shared in a modern and accessible way, to help parents and consumers make informed purchase decisions and take simple actions to protect their health and safety, and that of their families. Specifically, the campaign is expected to:

- increase the number of people who use www.healthy Canadians.gc.ca and the Healthy Canadians Facebook page as their primary source of authoritative information on health and safety topics including product safety;
- increase numbers of parents taking simple actions to protect the health and the safety of their families;
- increase the number of Canadians that use the tools the government provides to keep them informed on health and safety topics including product safety;
- make the public aware of Canada's regulations on product safety and legislation;
- increase the number of Canadian parents who read the label every time; and
- sustain engagement with current audiences.

In order to ensure a successful campaign, Health Canada commissioned Phase 5 to conduct an online survey to assess the relative effectiveness of three creative concepts being submitted by the advertising agency. The three creative concepts that were tested are called 'Did You Know?' 'Signs,' and 'Fan.' For each concept we tested a 30-second TV clip and a web banner ad.

The specific objectives of this research included testing the draft advertising concepts for:

- clarity;
- credibility;
- overall impact;
- effectiveness as calls to action; and
- to elicit suggestions for potential changes to make the advertising concepts more effective at reaching the target audience.

Research Approach:

The overall approach to the work involved an online survey with 761 members of the target audience (i.e., Canadian parents or guardians of a child / children under the age of 12). The survey utilized an online panel operated by Opinion Search Inc. As an online panel relies on participants who have self selected to participate in the panel the findings cannot be described as statistically representative of the target population. However, respondents have been drawn to reflect specific Canadian audiences and the overall results have been weighted to better reflect the target population of Canadian parents or guardians of a child / children under the age of 12. Managing the sample and weighting the data allowed us to obtain results that reflect the target population with the use of acceptably small weights.

Note: Throughout this report, survey respondents are referred to as “Parents”.

For this exercise:

- 252 parents evaluated the ‘Did You Know?’ television ad and web banner ads;
- 254 parents evaluated the ‘Signs’ television and web banner ads;
- 255 parents evaluated the ‘Fan’ television and web banner ads; and
- all 761 parents evaluated 4 icons in each of 2 product categories (8 total).

The online survey was administered between February 29th and March 4th, 2011 and took just over 15 minutes to complete.

The total cost of this research project was \$35,970.73 (HST included).

Key Findings:

Overall the ‘Did You Know?’ and ‘Signs’ ad concepts were well-received and stronger than the ‘Fan’ concept. Either the ‘Did You Know?’ or ‘Signs’ concept, if not both, received higher ratings than the ‘Fan’ ad concept on nearly all metrics for both the TV and web banner ads. These results were generally consistent across demographic groups, suggesting that either the ‘Did You Know?’ or the ‘Signs’ concept should form the basis for a strong campaign.

TV

- **The performance of all TV ad concepts was moderately to highly positive.** For the ‘Did You Know?’ and ‘Signs’ concepts, more than half and often more than two-thirds of parents agreed that the ads performed well against a range of performance metrics. Although ratings were lower for the ‘Fan’ concept, more than half of parents still gave positive ratings for all metrics except one (the ad being memorable).
- **All TV ad concepts effectively convey the core messages.** Respondents’ comments indicate that all TV ad concepts did an excellent job of communicating that product recall and safety alert information can be found on the healthycanadians.gc.ca website and did a fairly good job communicating the importance of being aware of product recalls and safety alerts.
- **The ‘Did You Know?’ concept outperformed the ‘Signs’ concept on metrics relating to creativity and memorability.** When looking at the range of performance metrics, ‘Did You Know?’ scored stronger for communicating the message in an interesting way, being memorable, and encouraging parents to tell a friend or family member about healthycanadians.gc.ca.
 - **However, the ‘Did You Know?’ TV ad concept caused some confusion among a notable proportion of parents.** Some thought that the main message of the ad was that taking expired medications is dangerous. Others thought the ad was warning of potential dangers from taking prescription drugs.

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- **On the other hand, the ‘Signs’ concept outperformed the ‘Did You Know?’ concept on metrics relating to relevancy and clarity.** ‘Signs’ scored stronger for being relevant, being clear and easy to understand, and encouraging parents to use healthycanadians.gc.ca as their primary source to learn about recalls.
 - **Some parents felt that the website should receive more emphasis in the ad.** Overall there was very little that parents disliked or felt needed to be improved in this ad concept. Some did note that the website was not shown for long enough or was difficult to remember.

Web Banner

- **The performance of all web banner ad concepts was mediocre to moderately positive.** For the ‘Did You Know?’ and ‘Signs’ concepts, around half of parents agreed that the ads performed well against almost all metrics. Ratings were generally somewhat lower for the ‘Fan’ concept, with around four-in-ten parents giving it positive ratings on most metrics.
- **The ‘Signs’ web banner ad concept performed the strongest overall.** The ‘Signs’ web banner ad concept received substantially higher ratings than did the ‘Did You Know?’ concept on 5 out of 8 metrics, and similar ratings on the remainder. In particular, the ‘Signs’ concept was rated more positively for catching the respondent’s attention, being clear and easy to understand, communicating the message in an interesting way, encouraging viewers to click on the ad for more information, and being very effective.
 - **However, several parents did not like that the ad ‘spilled-over’ onto the main web page.** While parents generally felt the concept was strong and effective, a substantial number indicated that they disliked this type of ad, finding it disruptive and irritating. This complaint was noted far more often in relation to the ‘Signs’ concept than to either of the other two. General dislike of this type of ad may negatively impact the overall effectiveness of the ad, as less than four-in-ten parents indicated that they would click on it for more information if they saw it while browsing the Internet.
- **The ‘Did You Know?’ web banner ad concept was moderately strong relative to the other concepts, with clear room for improvement.** Respondents generally rated this concept more positively than the ‘Fan’ concept, but less positively than the ‘Signs’ concept. This seems to be due to the length of time that the ad takes to arrive at the main message. Respondents noted that the toys did not immediately capture their attention, and that it took too long for it to become apparent that the ad was related to a government resource for product recall and safety alert information.

Icon Preferences

The survey also obtained reactions to potential icons for use on the website and mobile app to represent Consumer Products and Food Products.

- **The shopping cart icon was by far the most preferred icon for the Consumer Products category, particularly at the smaller size.** Parents’ comments indicate that this icon is effective because it clearly relates to shopping, any product can be put into a shopping cart (i.e., it is inclusive of all consumer products), and it is clear, simple, and recognizable.

- **The utensils icon was the most commonly selected icon for the Food Products category, followed by the plate icon.** Preference for the utensils icon did not increase substantially at the smaller size, but preference for the plate icon at this size did drop noticeably. Parents' comments indicate that the utensils icon is effective because it is similar to images already commonly used to represent food (e.g., restaurants on highway signs), that utensils are clearly associated with the act of eating, and that it encompasses all types of food / is the most general.

Recommendations

Advertising Concepts

The reader should note that the following recommendations are based on this research only and our assessment of which concept would most effectively address the stated communication objectives.

- **Move forward with either the 'Did You Know?' or 'Signs' TV ad concept.** Based on the assumption that the TV ad concept will be the focus of the advertising campaign, the results of this research indicate that both the 'Did You Know?' and the 'Signs' concepts would be effective.
 - Both concepts were liked by a strong majority of parents.
 - Both concepts were effective at raising awareness of the healthycanadians.gc.ca website and the importance of checking for product recalls and safety alerts.
 - The 'Did You Know?' concept was rated somewhat higher on creativity and memorability, while the 'Signs' concept performed somewhat stronger on relevancy and clarity.

Health Canada should consider the following if proceeding with the 'Did You Know?' concept.

TV

- **Clarify the message.** The 'Did You Know?' concept generated some confusion as a notable proportion of parents incorrectly interpreted the ad as a warning of the dangers of expired or prescription medication. Mentioning 'recalls' earlier in the ad would help ameliorate the confusion. Health Canada may also wish to consider using the same general concept, but with a different product.
- **Maintain the underlying concept of the ad.** The strong visual concept and animation were the most commonly mentioned positive features of the ad. They likely led to the concept's stronger performance in terms of creativity and memorability. If the clarity of the message is improved while maintaining these elements, the overall strength of the concept would likely increase meaningfully.
- **Show a broader range of products.** The ad's singular focus on medication also contributed to confusion among parents. Showing more products could help underscore the importance of being aware of product recalls and safety alerts, clarify the central message of the ad, and broaden the relevancy of the ad.
- **Ensure the website address is more prominently displayed.** Some parents noted that the website appeared for only a short time at the end of the ads, while others missed the website altogether. One common suggestion was that the website be displayed throughout the ads.

Web Banner

- **Arrive at the main message more quickly.** A sizeable proportion of parents felt that the 'Did You Know?' web banner ad took too long to deliver the main message, and that it would not have held their attention if they came across it on the website. Respondents suggested shortening the amount of time it takes to scroll through the line-up, or displaying the entire line-up at once. A general theme in the research is that the information being delivered by these ads is important and highly valued. Mentioning product recalls and safety alerts could be used early in the ad to gain people's attention.
- **Use the tagline "Did you know that your child's toy may have been recalled because it is unsafe?"** This tagline was preferred by a majority of parents, particularly French-Canadians, and was more likely to be described as 'Informative.' Although it was also considered more alarming than the alternative, in this scenario that appears to be a positive thing, as the statement was also rated as more appealing.

Health Canada should consider the following if proceeding with the 'Signs' concept.

TV

- **If the 'Signs' TV ad concept is chosen, running this ad with only minor changes may be the most effective approach.** This TV ad did do a good job communicating the key messages of the campaign and just over half of parents could not think of anything in particular that they did not like about it. Running this TV ad concept with minor modifications should prove to be a solid basis for a successful campaign.
- **Ensure the website address is more prominently displayed.** Some parents noted that the website appeared for only a short time at the end of the ads, while others missed the website altogether. One common suggestion was that the website be displayed throughout the ads.
- **Make sure the visual design of the ad is tonally appropriate for the subject matter.** Some parents noted that they disliked the neon arrows pointing at products, and felt that they were too flashy or light-hearted for the serious subject matter.

Web Banner

- **Introduce the 'recall' concept sooner.** Some parents noted that the 'Signs' web banner ad appears to be a car ad at first, and that as such they would likely not pay attention to it. They suggested including the word 'recall' early in the ad, so as to attract attention and clarify the message.
- **If possible, eliminate 'spill-over' onto the main web page.** Many parents do not like ads that disrupt their browsing experience by expanding onto the web page they are trying to view and covering the text. This complaint was far more common in relation to the 'Signs' concept than the other concepts. Minimizing or eliminating this effect entirely would improve the positive reception of the ad.

Icons

With respect to the icons, Health Canada should:

- Proceed with the shopping cart icon for the Consumer Products category.
- Proceed with the utensils icon for the Food Products category.

Sommaire exécutif

Contexte et objectifs

Santé Canada lance la phase II de la campagne de publicité sur la santé et la sécurité au Canada. La campagne a pour objectif global de fournir des renseignements faciles à comprendre et mis à la disposition du public de façon moderne et accessible afin d'aider les parents et les consommateurs à prendre des décisions fondées concernant leurs achats et à prendre des mesures simples pour protéger leur santé et leur sécurité ainsi que celles de leur famille. Plus précisément, on s'attend à ce que la campagne atteigne les buts suivants :

- augmenter le nombre de personnes qui visitent le site canadiensensante.gc.ca et la page Facebook de Canadiens en santé, les considérant comme leur principale source de renseignements fiables au sujet de la santé et de la sécurité, y compris la sécurité des produits;
- augmenter le nombre de parents qui prennent des mesures simples pour protéger la santé et la sécurité de leur famille;
- augmenter le nombre de Canadiens qui utilisent les outils offerts par le gouvernement pour les tenir informés au sujet de la santé et de la sécurité, y compris la sécurité des produits;
- sensibiliser le public aux réglementations et à la législation canadiennes sur la sécurité des produits;
- augmenter le nombre de parents canadiens qui lisent toujours les étiquettes;
- soutenir la participation des publics actuels.

Pour assurer le succès de la campagne, Santé Canada a retenu les services de Phase 5 pour réaliser un sondage en ligne en vue d'évaluer l'efficacité relative de trois concepts publicitaires proposés par l'agence de publicité. Les trois concepts publicitaires qui ont été mis à l'essai portent les noms de « Saviez-vous? », « Affiches » et « Enthousiaste ». Pour chacun d'eux, nous avons testé un clip télévisé de 30 secondes et une bannière Web.

Les objectifs précis de cette recherche incluaient l'évaluation des éléments suivants des ébauches de concepts publicitaires :

- clarté;
- crédibilité;
- effet global;
- efficacité en tant que motivateurs d'action;
- susciter des suggestions de possibles changements pour accroître l'efficacité des concepts publicitaires pour qu'ils atteignent le public cible.

Méthode de recherche

L'approche globale consistait en un sondage en ligne réalisé auprès de 761 membres du public cible (c.-à-d., parents ou tuteurs canadiens d'un ou plusieurs enfants de moins de 12 ans). Le sondage a utilisé un panel en ligne dirigé par Opinion Search Inc. Étant donné que cette méthode fait appel à des participants qui se sont portés volontaires pour faire partie du panel, les résultats ne sont pas statistiquement représentatifs des groupes cibles. Toutefois, ces répondants ont été sélectionnés pour

représenter des groupes précis de Canadiens et les résultats globaux ont été pondérés de manière à être plus représentatifs de la population cible de parents ou tuteurs canadiens d'un ou plusieurs enfants de moins de 12 ans. La gestion de l'échantillon et la pondération des données nous ont permis d'obtenir des résultats qui reflètent la population cible au moyen de l'utilisation de facteurs de pondération acceptables très limités.

Remarque : Dans l'ensemble du présent rapport, les répondants au sondage sont appelés « parents ».

Pour cet exercice :

- 252 parents ont évalué la publicité télévisée et les bannières Web « Saviez-vous? »;
- 254 parents ont évalué la publicité télévisée et les bannières Web « Affiches »;
- 255 parents ont évalué la publicité télévisée et les bannières Web « Enthousiaste »;
- les 761 parents ont évalué 4 icônes dans chacune de deux catégories de produits (8 au total).

Le sondage en ligne a été réalisé entre le 29 février et le 4 mars 2011 et a duré environ de 15 minutes.

Les coûts totaux (actuels) du projet de recherche se sont élevés à 35 970,73 \$ (TVH comprise).

Principales constatations

Dans l'ensemble, les concepts de publicité « Saviez-vous? » et « Affiches » ont été bien reçus et ont suscité des réactions plus positives que le concept « Enthousiaste ». Le concept de publicité « Saviez-vous? » ou le concept « Affiches », sinon les deux, ont été mieux notés que le concept de publicité « Enthousiaste » à l'égard de presque toutes les mesures tant pour les annonces publicitaires télévisées que pour la bannière Web. Ces résultats sont dans l'ensemble uniformes pour tous les groupes démographiques, suggérant que soit le concept de publicité « Saviez-vous? » soit le concept « Affiches » devrait constituer la base d'une solide campagne.

Publicité télévisée

- **Le rendement de tous les concepts de publicité télévisée était moyennement à largement positif.** Pour les concepts de publicité « Saviez-vous? » et « Affiches », plus de la moitié et fréquemment plus des deux tiers des parents ont convenu que les publicités avaient une bonne cote par rapport à un éventail de mesures du rendement. Bien que les cotes aient été inférieures pour le concept de publicité « Enthousiaste », plus de la moitié des parents ont néanmoins accordé des cotes positives par rapport à toutes les mesures sauf un (caractère marquante de la publicité).
- **Tous les concepts de publicité télévisée communiquent efficacement les messages clés.** Les commentaires des répondants indiquent que tous les concepts de publicité télévisée communiquent très bien le fait que les rappels de produits et les renseignements sur les avis de sécurité se trouvent sur le site Web canadiensensante.gc.ca et communiquent relativement bien l'importance de connaître les rappels de produits et les avis de sécurité.
- **Le concept de publicité « Saviez-vous? » a suscité des réactions plus positives que celui des « Affiches » en ce qui concerne les mesures liées à la créativité et au caractère marquant.** À l'égard de la gamme de mesure du rendement, « Saviez-vous? » a eu une meilleure cote pour la communication du message de façon intéressante, son caractère marquant et le fait

d'encourager les parents à parler du site canadiensensante.gc.ca à un ami ou à un membre de la famille.

- **Cependant, le concept de publicité télévisée « Saviez-vous? » a causé un certain degré de confusion chez un nombre important de parents.** Certains pensaient que le message principal véhiculé par la publicité était qu'il est dangereux d'ingérer des médicaments périmés. D'autres ont cru que la publicité mettait en garde contre les possibles dangers de la prise de médicaments prescrits par un médecin.
- **Par contre, le concept « Affiches » a suscité des réactions plus positives que le concept « Saviez-vous? » en ce qui concerne les mesures liées à la pertinence et à la clarté.** La publicité « Affiches » a eu des cotes plus élevées quant à la pertinence, à clarté et à la facilité de compréhension du message ainsi qu'à l'encouragement des parents à utiliser le site canadiensensante.gc.ca comme leur source principale pour se renseigner sur les rappels.
 - **Certains parents pensaient que la publicité devrait accorder plus d'importance au site Web.** Dans l'ensemble, il n'y a que très peu d'éléments de ce concept de publicité que les parents n'aimaient pas ou dont ils pensaient qu'ils devraient être améliorés. Certains ont cependant fait remarquer que le site Web n'était pas montré pendant assez longtemps ou qu'il était difficile de s'en souvenir.

Bannière Web

- **Le rendement de tous les concepts de bannière Web était de médiocre à modérément positif.** Pour les concepts « Saviez-vous? » et « Affiches », environ la moitié des parents ont eu une réaction favorable pour la plupart des mesures. Les cotes étaient, dans l'ensemble, un peu inférieur pour le concept « Enthousiaste » pour lequel environ quatre parents sur dix a eu une réaction positive pour la plupart des mesures.
- **Le concept de bannière Web « Affiches » a suscité le plus de réactions positives dans l'ensemble.** Le concept de bannière Web « Affiches » a reçu des cotes considérablement plus élevées que le concept « Saviez-vous? » pour 5 des 8 mesures et des cotes similaires pour le reste. Plus particulièrement, le concept « Affiches » a suscité une réaction plus positive en ce qui concerne le fait d'attirer l'attention du répondant, sa clarté et le fait d'être facilement compris, la communication du message de façon intéressante, le fait d'encourager les personnes à cliquer sur l'annonce pour obtenir plus d'information et sa grande efficacité.
 - **Cependant, plusieurs parents n'aimaient pas le fait que l'annonce « débordait » sur la page Web principale.** Alors qu'ils pensaient généralement que le concept était fort et efficace, un nombre considérable a indiqué ne pas aimer ce genre d'annonce, la trouvant perturbatrice et exaspérante. Le concept « Affiches » a fait l'objet de cette plainte largement plus souvent que les deux autres. Le fait que dans l'ensemble personne n'aimait ce genre de publicité pourrait nuire à son efficacité générale puisque moins de quatre parents sur dix ont indiqué qu'ils cliqueraient sur l'annonce pour obtenir plus d'information s'ils la voyaient sur l'Internet.
- **Le concept de bannière Web « Saviez-vous? » était modérément fort par rapport aux autres concepts et devait clairement être amélioré.** Dans l'ensemble, les répondants ont coté ce concept plus positivement que le concept « Enthousiaste », mais moins positivement que le concept « Affiches ». Cela semble dû au délai qu'il faut pour que l'annonce arrive au message principal. Les répondants ont indiqué que les jouets n'avaient pas immédiatement attiré leur

attention et qu'il avait fallu trop de temps pour qu'il soit manifeste que l'annonce était connexe à une ressource gouvernementale au sujet des rappels de produits et des avis de sécurité.

Préférences quant aux icônes

Le sondage a aussi obtenu les réactions face à de possibles icônes qui apparaîtraient sur le site Web et les applications mobiles pour représenter les produits de consommation et les produits alimentaires.

- **L'icône représentant un panier d'achats était de loin l'icône la plus populaire pour la catégorie des produits de consommation, particulièrement lorsqu'elle était de petite taille.** Les commentaires des parents indiquent que cette icône est efficace, car elle a un lien direct avec les achats. N'importe lequel des produits peut être mis dans le panier d'achats (c.-à-d., cela recouvre tous les produits de consommation). L'icône est claire, simple et facile à reconnaître.
- **L'icône représentant une cuiller, une fourchette et un couteau a été la plus souvent choisie pour représenter la catégorie des produits alimentaires, suivie par celle qui représente une assiette.** La préférence pour la représentation de la cuiller, de la fourchette et du couteau n'a pas augmenté avec la diminution de sa taille. Cependant, la préférence pour l'icône représentant une assiette à cette taille a considérablement diminué. Les commentaires des répondants indiquent que la première icône est efficace, car elle est similaire aux images généralement utilisées pour représenter les aliments (p. ex., restaurants sur les panneaux routiers), que la cuiller, la fourchette et le couteau sont clairement associés avec l'acte de manger et que cela recouvre tous les genres d'aliments ou constitue l'icône la plus générale.

Recommandations

Concepts publicitaires

Nous devons informer le lecteur que les recommandations qui suivent sont basées uniquement sur cette recherche et sur notre évaluation du concept le plus efficace pour bien communiquer les objectifs.

- **Aller de l'avant avec le concept de publicité télévisée « Saviez-vous? » ou « Affiches ».** À la lumière de l'hypothèse selon laquelle le concept de publicité télévisée sera le centre de la campagne publicitaire, les résultats de la présente recherche indiquent que les concepts « Saviez-vous? » et « Affiches » seraient efficaces.
 - Une forte majorité des parents aimaient les deux concepts.
 - Les deux concepts étaient efficaces pour la sensibilisation du site Web canadiensensante.gc.ca auprès du public et l'importance d'obtenir les informations à propos des rappels de produits et les avis de sécurité.
 - Le concept « Saviez-vous? » a obtenu une cote un peu supérieure au titre de la créativité et du caractère marquant alors que le concept « Affiches » a, lui, obtenu des résultats un peu meilleurs au titre de la pertinence et de la clarté.

Santé Canada devrait considérer ce qui suit si elle opte d'aller de l'avant avec le concept « Saviez-vous? ».

Publicité télévisée

- **Préciser du message.** Le concept « Saviez-vous? » a causé un certain degré de confusion. Un nombre important de parents ont interprété l'annonce de façon erronée, pensant que le message principal véhiculé par la publicité était qu'il est dangereux d'ingérer des médicaments périmés ou prescrits par un médecin. Le fait de mentionner les « rappels » vers le début de l'annonce aiderait à réduire le degré de confusion. Santé Canada pourrait en outre souhaiter d'envisager l'utilisation du même concept général, mais avec un produit différent.
- **Conserver le concept de base de l'annonce.** Le solide concept visuel et l'animation sont les caractéristiques positives de la publicité les plus souvent citées. Il est probable que ce sont ces deux éléments qui ont conduit à la cote supérieure du concept au titre de la créativité et du caractère mémorable. Si la clarté du message est améliorée tout en maintenant la qualité de ces éléments, le concept deviendra probablement notablement plus solide.
- **Montrer un plus vaste éventail de produits.** Le fait que l'annonce soit centrée uniquement sur les médicaments a aussi contribué à la confusion constatée chez les parents. Montrer un plus grand nombre de produits pourrait aider à souligner l'importance d'être au courant des rappels de produits et des avis de sécurité, clarifier le principal message de l'annonce et élargir le champ de pertinence de la publicité.
- **Mettre plus en évidence l'adresse du site Web.** Certains parents ont indiqué que l'adresse du site Web n'apparaissait que brièvement à la fin des annonces alors que d'autres ne l'ont même pas vue. Selon l'une des suggestions fréquemment exprimées, l'adresse du site Web devrait apparaître pendant toute la durée des annonces publicitaires.

Bannière Web

- **Arriver au message principal plus rapidement.** Une proportion importante des parents pensaient que la bannière Web « Saviez-vous? » ne livrait pas le message assez rapidement et qu'elle n'aurait pas retenu leur attention s'ils l'avaient trouvée sur le site Web. Ils ont suggéré de raccourcir le temps nécessaire pour passer la séance de suspects en revue ou d'afficher l'ensemble de la séance de suspects menu en une seule fois. L'un des thèmes généraux de cette recherche est que les renseignements fournis par ces annonces sont importants et précieux. On pourrait mentionner les rappels de produits et les avis de sécurité dès le début des publicités pour retenir l'attention du public.
- **Utilisation du slogan « Saviez-vous que des jouets de votre enfant pourraient avoir été rappelés parce qu'ils ne sont pas sécuritaires? »** La majorité des parents, et plus particulièrement les Canadiens-français préféraient ce slogan et ont eu plus tendance à le décrire comme étant « informatif ». Bien qu'il ait également été considéré comme plus alarmant que l'autre, dans ce contexte, cela semble être un élément positif puisqu'ils ont jugé la déclaration plus attirante.

Santé Canada devrait considérer ce qui suit si elle opte d'aller de l'avant avec le concept « Affiches ».

Publicités télévisées

- **Si le concept « Affiches » est retenu pour les publicités télévisées, l'approche la plus efficace serait de se servir de cette annonce avec quelques modifications mineures.** Cette publicité télévisée a bien communiqué les principaux messages de la campagne et à peine un peu plus de la moitié des parents n'ont rien trouvé à redire à son sujet. L'utilisation de ce concept de publicité télévisée avec des modifications mineures devrait s'avérer une base solide pour une campagne réussie.
- **Mettre plus en évidence l'adresse du site Web.** Certains parents ont indiqué que l'adresse du site Web n'apparaissait que brièvement à la fin des annonces alors que d'autres ne l'ont même pas vue. Selon l'une des suggestions fréquemment exprimées, l'adresse du site Web devrait apparaître pendant toute la durée des annonces publicitaires.
- **S'assurer que les éléments visuels de l'annonce correspondent au message véhiculé.** Certains parents ont indiqué qu'ils n'aimaient pas les flèches au néon pointant vers les produits. Ils pensaient qu'elles étaient trop voyantes ou que leur frivolité ne correspondait pas à la gravité du sujet.

Bannière Web

- **Présenter le concept de « rappel » plus tôt.** Certains parents ont fait remarquer que la bannière Web « Affiches » semble, au premier abord, être une publicité pour une voiture et qu'à ce titre, il est probable qu'ils n'y feraient pas attention. Ils ont suggéré d'inclure le mot « rappel » dès le début de l'annonce pour attirer l'attention et clarifier le message.
- **Si possible, éliminer les « débordements » sur la page principale.** De nombreux parents n'aiment pas les annonces qui, en débordant sur la page Web qu'ils essaient de consulter et en couvrant le texte principal, les gênent dans leur navigation. Cette plainte était beaucoup plus fréquente à l'égard du concept « Affiches » qu'à l'égard des autres. Minimiser ou éliminer entièrement cet effet de débordement améliorerait la perception positive de l'annonce.

Icônes

En ce qui concerne les icônes, Santé Canada devrait :

- utiliser l'icône de panier d'achats pour la catégorie des produits de consommation;
- utiliser l'icône représentant la cuiller, la fourchette et le couteau pour la catégorie des produits alimentaires.

1.0 Background and Objectives

The 2010 Speech from the Throne highlighted the important theme of Making Canada the Best Place for Families – protecting the health and safety of Canadians. Additionally, Health Canada is responsible for helping Canadians maintain and improve their health while respecting individual circumstances. In order for Canadians to make individual choices related to their health, they need to be provided with credible and balanced information that is easily accessible and reflects their knowledge and circumstances. Canadians will then be able to make safe and informed purchase decisions for food, consumer and health products and thereby lower risks to their overall health and safety.

To assure parents that their children's food, medicine and toys are safe, the Government has reintroduced the consumer product safety legislation and will continue to strengthen Canada's food safety system to protect Canadian families from unsafe food, drug and consumer products.

Canadians are looking to the federal government and its relevant departments for specific information relating to their own safety and health. In that context, the Government will ensure that families have the information they need to make informed choices and it will hold those who produce, import and sell goods in Canada accountable for the safety of Canadians.

In this context, a marketing strategy has been developed to support Canadian parents in making safe and informed purchase decisions for the health and safety of their families. The purpose of this horizontal advertising campaign is to support the 2010 Speech from the Throne by ensuring Canadians are aware of and have access to the Government of Canada's wealth of expert information in the areas of health, safety and security with a focus on product safety and new government regulations such as the Canada Consumer Product Safety Act (Bill C-36).

This new campaign will build on existing Children's Health and Safety and Consumer Information Strategy components and integrate them under one campaign and website. It will continue to promote the current website, CHS content and CIS tools. New components will build on 2010-2011 campaigns and tactics, but will include more specific information on product safety, recalls and legislation.

Marketing and advertising activities will not only inform and raise awareness of why and where to get up-to-date and relevant information on health and safety, but will also help create the context for action and behaviour change, thus maintaining the well being of Canadians.

The look and feel of the new campaign will be the same as the CHS 2010-2011 campaign, but the new consumer web page will be a more mature version of the actual CHS website design.

The overarching objective of the campaign is to provide information that is easy to understand and shared in a modern and accessible way, to help parents and consumers make informed purchase decisions and take simple actions to protect their health and safety, and that of their families. Specifically, the campaign is expected to:

- increase the number of people who use [www.healthy Canadaians.gc.ca](http://www.healthy Canadians.gc.ca) and the Healthy Canadians Facebook page as their primary source of authoritative information on health and safety topics including product safety;
- increase numbers of parents taking simple actions to protect the health and the safety of their families;
- increase the number of Canadians that use the tools the government provides to keep them informed on health and safety topics including product safety;
- make the public aware of Canada's regulations on product safety and legislation;
- increase the number of Canadian parents who read the label every time; and
- sustain engagement with current audiences.

In order to ensure a successful campaign, Health Canada requested public opinion research (online pretesting of up to three creative concepts) to test three creative concepts. Each concept included a television and a web banner ad. Icons relating to two product categories for a mobile app were also tested. This feedback was used to assess the relative effectiveness of three creative concepts developed by the advertising agency. The results will be used to guide decisions related to the selection of the most effective creative concept and assist with the finalization of creative elements for the associated ads.

The materials tested in the online survey included:

- **Television animatics:**
 - 1 animatic per concept, each 30 seconds in length (3 English and 3 French)
- **Web banner advertisements:**
 - 1 ad in rich media format per concept (3 English and 3 French)
- **Icons for mobile app**
 - 4 icons each in 2 separate categories (8 total)

The over-arching objectives for testing the advertising concepts included testing the draft advertising concepts for:

- clarity;
- credibility;
- overall impact;
- effectiveness as calls to action; and
- to elicit suggestions for potential changes to make the advertising concepts more effective at reaching the target audience.

2.0 Approach and Methodology

The overall approach to the work involved an online survey with 761 members of the target audience. The survey utilized an online panel operated by Opinion Search Inc., which contains more than 100,000 Canadians.

This methodology was chosen as it permitted an assessment of the concepts relative to program objectives, and represented a cost-effective approach for reaching the target audience within the project timeframe. This methodology was also chosen to permit the display of high quality visual media required to assess the creative.

The questionnaire was developed in conjunction with the project authority and was pre-tested with 20 respondents (10 in English and 10 in French). Due to the tight timelines of the project, all pretests were conducted online. The online pre-tests allowed us to ensure that all programmed systems were working correctly, to monitor the length of the survey and to check for difficulties in question wording or comprehension. The pretest resulted in only minor changes to the visual display of certain pieces of media within the survey. No changes to questionnaire wording or flow were deemed necessary.

For this exercise:

- 252 respondents evaluated the 'Did You Know?' television ad and web banner ads;
- 254 respondents evaluated the 'Signs' television and web banner ads;
- 255 respondents evaluated the 'Fan' television and web banner ads; and
- all 761 respondents evaluated all 4 icons in both product categories.

The online survey was administered between February 29th and March 4th, 2011 and took just over 15 minutes to complete.

Sampling

The target population of interest for this survey was individuals who are the parents or guardians of children under the age of 12. As such, their demographic profile was not expected to correspond to that of the Canadian population overall. The sample was drawn in such a way so as to ensure that respondents encompassed an appropriate range of demographic backgrounds to obtain solid feedback from key population segments and provided reasonable representation of the target population by key variables such as age, gender, and region. Additionally, in order to ensure a sufficient number of Francophone respondents, a quota was established to ensure 30% of respondents completed the survey in French.

All respondents were screened to ensure that:

- they are the parent or guardian of a child (or children) under the age of 12; and
- they (or any of their immediate family) do not work for the Government of Canada, a provincial or municipal department of health, or any related marketing, advertising, or media department.

Note: Throughout this report, survey respondents are referred to as "Parents".

Data Processing and Analysis

Data analysis was conducted using Statistical Package for the Social Sciences (SPSS).

As indicated earlier, sampling methods ensured there was adequate sample to obtain results for key audiences. In order to ensure the results better represent the adult population of Canada who are the parents or guardians of children under the age of 12, the overall results were weighted by region and gender to reflect the proportions found in the Canadian population.

For fully open ended questions, appropriate categories were created based on the responses received and responses were coded accordingly.

Research Considerations

No margin of error is provided for the online survey as respondents were selected from among those who have self-selected to participate in an online panel. As a result, the findings cannot be described as statistically representative of the target population. However, as mentioned earlier, respondents have been drawn to reflect specific Canadian audiences and the overall results have been weighted to better reflect the target population. Managing sample and weighting the data allowed us to obtain results that reflect the Canadian population who are the parents or guardians of children under the age of 12 with the use of acceptably small weights (large weights can have a negative impact on result validity and reliability).

3.0 Overall Ratings

To gauge parents' overall reactions to the concepts for each of the health and safety campaign ads (TV and web banner), two primary metrics were used:

- overall how much parents liked each ad; and
- the extent to which parents agreed that each was 'very effective'.

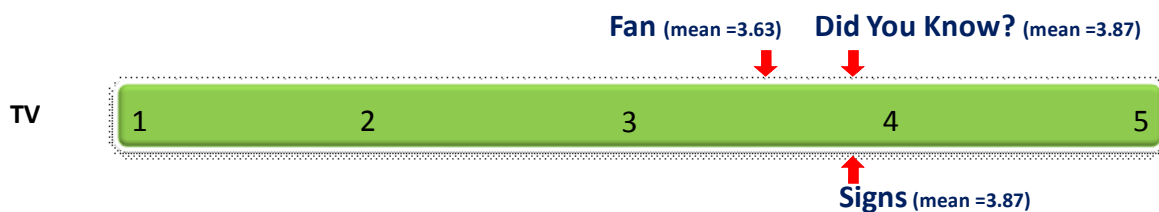
Comparatively, parents liked the TV ads the most for all concepts and also deemed these ads to be more effective than the web banner ads.

The 'Did You Know?' and 'Signs' ad concepts were better liked and deemed to be more effective than the 'Fan' ad concept. This was especially true for female parents, younger parents (ages of 18 and 44), and those who are English-speaking.

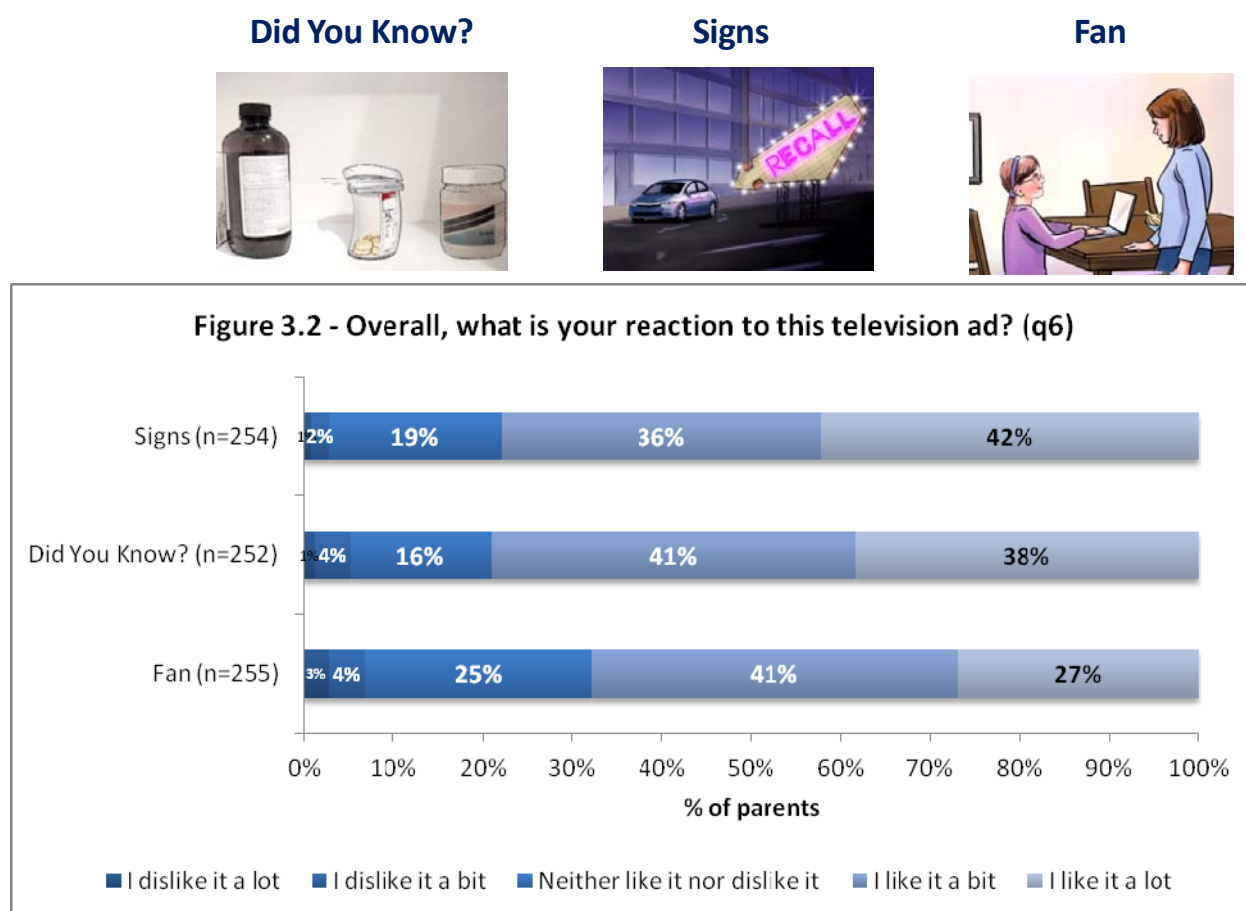
3.1 Television Ad Concepts:

Overall effectiveness: As seen in Figure 3.1, the 'Did You Know?' (mean score 3.87) and 'Signs' (3.87) were deemed to be slightly more effective than the 'Fan' TV ad concept (3.63).

Figure 3.1 – Agreement with statement - Overall, this ad is very effective (q10k)



Proportion who like each concept: As seen in Figure 3.2, the ‘Signs’ and ‘Did You Know?’ TV ad concepts were better liked than the ‘Fan’ concept, with 78% and 79% respectively stating that they liked these ads, compared to 68% for the ‘Fan’ concept.



The overall results remain consistent across audiences. As illustrated in Figure 3.3 a higher proportion among most audiences said that they liked the ‘Did You Know?’ or ‘Signs’ TV ad concept compared to the ‘Fan’ TV ad concept. This was especially true for female parents, parents under the age of 45, those who have a household income less than \$60K, those who reside in Ontario, the Prairies and B.C., and those who are English speaking.

Additionally, parents aged 45 and over, and those who have a household income greater than \$60K were more likely to prefer the ‘Did You Know?’ concept over the other two concepts. On the other hand, those residing in Quebec and French-speaking parents were more likely to prefer the ‘Fan’ concept.

Figure 3.3 – Overall Preference by Audience

		% who liked the TV ad concept ('a lot' or 'a bit')		
		Did You Know? [n=252]	Signs [n=254]	Fan [n=255]
Gender	Female	82%	81%	62%
	Male	75%	73%	73%
Age	18 – 34	77%	76%	61%
	35 – 44	79%	80%	66%
	45 +	80%	74%	74%
Household Income	Under \$60,000	75%	78%	60%
	\$60,000 to \$100,000	85%	81%	70%
	Over \$100,000	79%	74%	72%
Language	English	79%	79%	64%
	French	77%	72%	82%
Region	Atlantic*	89%	82%	56%
	Quebec	80%	73%	81%
	Ontario	78%	80%	69%
	Prairies	78%	84%	67%
	B.C.	73%	73%	49%

* Small sample sizes in some cells (n<20). Results may not be generalizable and should be interpreted with caution.

The following bullets reflect some notable differences in preferences by key analysis variables.

'Did You Know?'

- A higher proportion of female parents liked this concept compared to male parents (82% versus 75%).
- A higher proportion of parents with an annual household income between \$60K and \$100K liked this concept compared to those with higher or lower annual household incomes (85% versus 79% and 75% respectively).

'Signs'

- A higher proportion of female parents liked this concept compared to male parents (81% versus 73%).
- A higher proportion of parents aged 35-44 liked this concept compared to other age groups (80% versus 74-76%).
- A higher proportion of parents with an annual household income between \$60K and \$100K liked this concept compared to those with higher or lower annual household incomes (81% versus 74% and 78% respectively).
- A higher proportion of English-speaking parents liked this concept compared to French parents (79% versus 72%).

- A higher proportion of parents residing in the Prairies liked this concept (84%) compared to those living in Quebec (73%) or B.C. (73%).

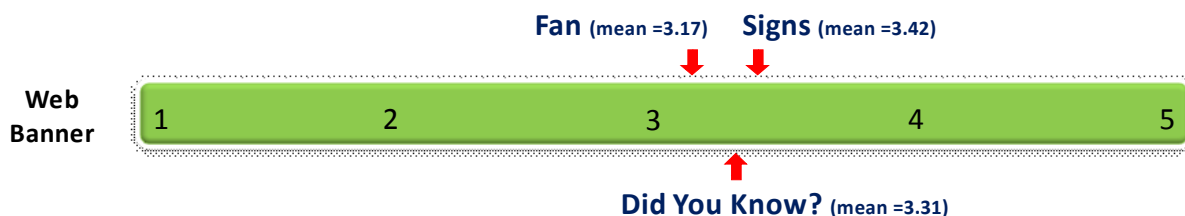
'Fan'

- A higher proportion of male parents liked this concept compared to female parents (73% versus 62%).
- A higher proportion of parents aged 45 or older liked this concept compared to parents under the age of 35 (74% versus 61%).
- A higher proportion of parents with an annual household income over \$60K liked this concept compared to those with a lower annual household income (70-72% versus 60%).
- A higher proportion of French-speaking parents liked this concept compared to English parents (82% versus 64%).
- Respondents residing in Quebec were the most likely to like this ad concept (81%), while those living in B.C. were least likely to do so (49%).

3.2 Web Banner Ad Concepts:

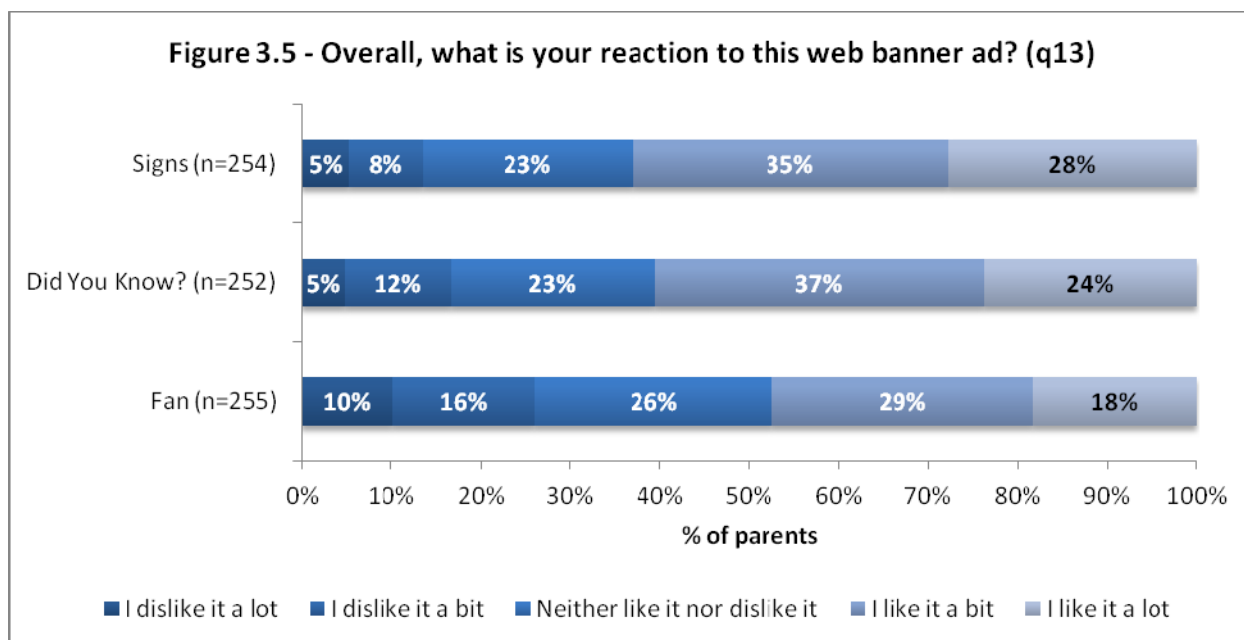
Overall effectiveness: As seen in Figure 3.4, the 'Signs' (mean score 3.42) and 'Did You Know?' (3.31) were deemed to be slightly more effective than the 'Fan' web banner ad concept (3.17).

Figure 3.4 – Agreement with statement - Overall, this ad is very effective (q16h)



Proportion who like each concept: As seen in Figure 3.5, the 'Signs' and 'Did You Know?' web banner ad concepts were better liked than the 'Fan' concept, with 63% and 60% respectively stating that they liked these ads, compared to 48% for the 'Fan' concept. However, none of the web banner concepts received strong scores.





The overall results remain consistent across audiences. As illustrated in Figure 3.6 a higher proportion among most audiences said that they liked the 'Did You Know?' or 'Signs' web banner ad concepts compared to the 'Fan' web banner ad concept. This was especially true for parents under the age of 45 and those who do not reside in Quebec. Respondents living in Quebec liked all three concepts roughly the same.

Figure 3.6 – Overall Preference by Audience

		% who liked the web banner ad concept ('a lot' or 'a bit')		
		Did You Know? [n=252]	Signs [n=254]	Fan [n=255]
Gender	Female	62%	68%	54%
	Male	59%	57%	43%
Age	18 – 34	64%	69%	42%
	35 – 44	63%	63%	41%
	45 +	54%	60%	60%
Household Income	Under \$60,000	59%	68%	44%
	\$60,000 to \$100,000	66%	65%	49%
	Over \$100,000	56%	58%	46%
Language	English	59%	62%	45%
	French	66%	66%	58%
Region	Atlantic*	68%	57%	19%
	Quebec	64%	61%	61%
	Ontario	62%	62%	51%
	Prairies	52%	79%	43%

	BC	58%	59%	42%
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** Small sample sizes in some cells (n<20). Results may not be generalizable and should be interpreted with caution*

The following bullets reflect some notable differences in preferences by key analysis variables.

‘Did You Know?’

- A higher proportion of parents under the age of 45 liked this concept compared to those aged 45 or older (63-64% versus 54%).
- A higher proportion of parents with an annual household income between \$60K and \$100K liked this concept compared to those with higher or lower annual household incomes (66% versus 56% and 59% respectively).
- A higher proportion of French-speaking parents liked this concept compared to English-speaking parents (66% versus 59%).

'Signs'

- A higher proportion of female parents liked this concept compared to male parents (68% versus 57%).
- A higher proportion of parents aged 18-34 liked this concept compared to those aged 45 or older (69% versus 60%).
- A higher proportion of parents with an annual household income under \$60K liked this concept compared to those an annual household income over \$100K (68% versus 58%).
- A higher proportion of parents residing in the Prairies liked this concept (79%) compared to those living elsewhere (57%-62%).

'Fan'

- A higher proportion of male parents liked this concept compared to female parents (54% versus 43%).
- A higher proportion of parents aged 45 or older liked this concept compared to parents under the age of 45 (60% versus 41-42%).
- A higher proportion of French-speaking parents liked this concept compared to English parents (58% versus 45%).
- Respondents residing in Quebec were the most likely to like this ad concept (60%).

4.0 Detailed Findings

This section presents detailed findings for each of the three ad concepts evaluated in the survey. Section 4.1 compares the three concepts with respect to their performance across metrics designed to evaluate each of the health and safety campaign ads (TV and web banner). The metrics addressed their ability to catch the audience's attention and to address core communication objectives. Sections 4.2 through 4.4 summarize the results to a series of open-ended questions related to each ad concept to gather feedback on the key messages, the main things they liked and disliked about the concept, and what they would do to improve the ads. Section 4.5 summarizes reactions to the icons to represent each of consumer and food products.

4.1 Reaction to Key Performance Metrics

As indicated above, all of the health and safety campaign ads (TV and web banner) were evaluated against a series of metrics covering their ability to catch the audience's attention and to address core communication objectives. The core communication objectives included:

- conveying that the federal government provides recall and product safety alert information to Canadians through the healthycanadians.gc.ca website; and
- encouraging Canadians to visit the healthycanadians.gc.ca website and share the website with friends or family members; and
- encouraging Canadians to use the healthycanadians.gc.ca website for a variety of purposes (e.g., to learn about product safety alerts and recalls, to obtain more information when recalls or safety alerts are announced, to check for recalls or safety alerts before making purchases, and to keep up to date on recalls and safety alerts).

Respondents were asked to state their level of agreement with each statement on a 5-point scale, with '1' being strongly disagree and '5' being strongly agree. The tables in this section illustrate the mean scores and the percentage who agreed or strongly agreed.

Television Ads:

Key findings are highlighted below.

- ***The performance of all TV ad concepts was moderately to highly positive.*** For the 'Did You Know?' and 'Signs' concepts, more than half and often more than two-thirds of parents agreed that the ads performed well against these metrics. Although ratings were lower for the 'Fan' concept, more than half of parents still gave positive ratings for all metrics except one (the ad being memorable). For all concepts there was strongest agreement that 'as a result of seeing this ad, [the respondent was] aware that you can get recall and safety alert information on-line at healthycanadians.gc.ca' (87% for the 'Did You Know?' TV ad concept, 86% for the 'Signs' concept, and 79% for the 'Fan' concept).
- ***The 'Did You Know?' and 'Signs' concepts clearly outperformed the 'Fan' concept.*** Either the 'Did You Know?' or 'Signs' concept, if not both, received higher ratings than the 'Fan' ad concept on nearly all metrics. The one exception was the relevancy of the ad, on which the 'Fan' TV ad concept was tied with the 'Signs' concept for strongest performance (67% for both, versus 61% for the 'Did You Know?' concept).
- ***The 'Did You Know?' concept was stronger than the 'Signs' concept on metrics relating to creativity and memorability.*** When looking at the range of performance metrics 'Did You Know?' scored slightly stronger for:
 - communicating the message in an interesting way (73% versus 68% for the 'Signs' concept);
 - being memorable (62% versus 59%);
 - encouraging parents to use healthycanadians.gc.ca to get more information when product recalls or safety alerts are announced (74% versus 71%); and
 - encouraging parents to tell a friend or family member about healthycanadians.gc.ca (61% versus 56%).
- ***On the other hand, the 'Signs' concept outperformed the 'Did You Know?' concepts on metrics relating to relevancy and clarity.*** Specifically 'Signs' scored stronger for:
 - being relevant (67% versus 61% for the 'Did You Know?' concept);
 - being clear and easy to understand (84% versus 74%);
 - encouraging parents to use healthycanadians.gc.ca as their primary source to learn about recalls (65% versus 58%);
 - encouraging parents to use healthycanadians.gc.ca to check recalls and safety alerts before making a purchase (e.g. buy a car seat, children's toy, electronics etc.) (65% versus 60%); and
 - overall effectiveness (71% versus 67%).

**Figure 4.1A - Please indicate your level of agreement with the following statements about the TV ad.
(q10 & q11)**

	Did You Know? [n=252]		Signs [n=254]		Fan [n=255]	
	Mean (1-5)	Top 2 Box %	Mean (1-5)	Top 2 Box %	Mean (1-5)	Top 2 Box %
The ad catches my attention.	3.85	68%	3.88	70%	3.50	52%
The ad is appealing.	3.75	63%	3.70	62%	3.44	51%
This ad is relevant to me.	3.64	61%	3.79	67%	3.72	67%
This ad is clear and easy to understand.	4.04	74%	4.24	84%	3.94	74%
The ad communicates the message in an interesting way.	3.92	73%	3.83	68%	3.66	63%
The ad is memorable.	3.67	62%	3.63	59%	3.33	44%
As a result of seeing this ad, I am aware that you can get recall and safety alert information on-line at healthycanadians.gc.ca	4.34	87%	4.35	86%	4.17	79%
As a result of seeing this ad, I am more likely to use healthycanadians.gc.ca as my <u>primary source</u> to learn about product recalls and safety alerts	3.69	58%	3.79	65%	3.55	57%
As a result of seeing this ad, I am more likely to use healthycanadians.gc.ca to get more information when product recalls or safety alerts are announced.	3.95	74%	3.92	71%	3.67	61%
As a result of seeing this ad, I am more likely to use healthycanadians.gc.ca to check recalls and safety alerts before I make a purchase (e.g. buy a car seat, children's toy, electronics etc).	3.69	60%	3.77	65%	3.59	59%
As a result of seeing this ad, I am more likely to visit the healthycanadians.gc.ca website.	3.95	71%	3.89	69%	3.71	67%
As a result of seeing this ad, I am more likely to tell a friend or family member about healthycanadians.gc.ca .	3.72	61%	3.63	56%	3.45	55%
As a result of seeing this ad, I am more likely to use the new tool to keep up to date on recalls and safety alerts for food, vehicle, health and consumer product recalls and safety alerts.	3.82	65%	3.77	64%	3.58	58%
Overall, this ad is very effective.	3.87	67%	3.87	71%	3.63	60%

The following bullets reflect some significant differences in ratings among key population groups.

Gender

- Female parents gave stronger ratings to the '**Did You Know?**' and '**Signs**' concepts compared to the '**Fan**' concept for:
 - catching their attention (73% and 74% versus 50%);
 - being appealing (65% and 67% versus 49%); and
 - being very effective (72% for both versus 57%).
- Female parents rated the '**Did You Know?**' concept stronger than the others on communicating the message in an interesting way (79%) and being memorable (70%). They gave the '**Fan**' concept the lowest ratings of the three on these metrics (60% and 45% respectively).
- There were no significant differences among male parents on ratings for the three concepts for any metrics.

Age

- Parents aged 35 to 44 gave stronger ratings to the '**Did You Know?**' and '**Signs**' concepts compared to the '**Fan**' concept for:
 - catching their attention (68% and 72% versus 47%);
 - being appealing (65% and 61% versus 46%);
 - communicating the message in an interesting way (74% and 69% versus 58%); and
 - making them aware that they can get product recall and safety alert information online at healthycanadians.gc.ca (89% and 85% versus 77%).
- Respondents aged 35 and over gave stronger ratings to the '**Did You Know?**' and '**Signs**' concepts compared to the '**Fan**' concept for:
 - being memorable (62% and 59% versus 44%); and
 - encouraging them to use healthycanadians.gc.ca to obtain more information when product recalls or safety alerts are announced (75% and 73% versus 58%).

Household Income

- Respondents with an annual household income below \$60K:
 - rated the '**Signs**' concept the most positively and the '**Fan**' concept the least positively for being clear and easy to understand (84% versus 65%); and
 - gave stronger ratings to the '**Did You Know?**' and '**Signs**' concepts compared to the '**Fan**' concept for being memorable (60% and 57% versus 38%).
- Respondents with an annual household income between \$60K and \$100K:
 - gave stronger ratings to the '**Did You Know?**' and '**Signs**' concepts compared to the '**Fan**' concept for catching their attention (72% and 75% versus 48%) and being appealing (70% and 65% versus 44%); and
 - gave the highest ratings to the '**Did You Know?**' concept and the lowest ratings to the '**Fan**' concept for being memorable (72% versus 40%) and encouraging them to tell a friend or family member about healthycanadians.gc.ca (75% versus 52%).

Language

- English-speaking parents gave stronger ratings to the '**Did You Know?**' and '**Signs**' concepts compared to the '**Fan**' concept for:
 - catching their attention (68% and 74% versus 49%);
 - being appealing (63% and 66% versus 48%);
 - communicating the message in an interesting way (74% and 69% versus 60%);
 - being memorable (64% and 62% versus 44%);
 - making them aware that they can get recall and safety alert information online at healthycanadians.gc.ca (87% and 86% versus 78%); and
 - encouraging them to use healthycanadians.gc.ca to get more information when product recalls or safety alerts are announced (75% and 74% versus 60%).
- English-speaking parents gave stronger ratings to the '**Signs**' concept compared to the others for being clear and easy to understand (89% versus 73% for both '**Did You Know?**' and '**Fan**') and overall effectiveness (75% versus 68% for '**Did You Know?**' and 57% for '**Fan**').
- French-speaking parents were more likely to tell a friend or family member about healthycanadians.gc.ca after viewing the '**Fan**' concept than the others (65% versus 58% for '**Did You Know?**' and 39% for '**Signs**').

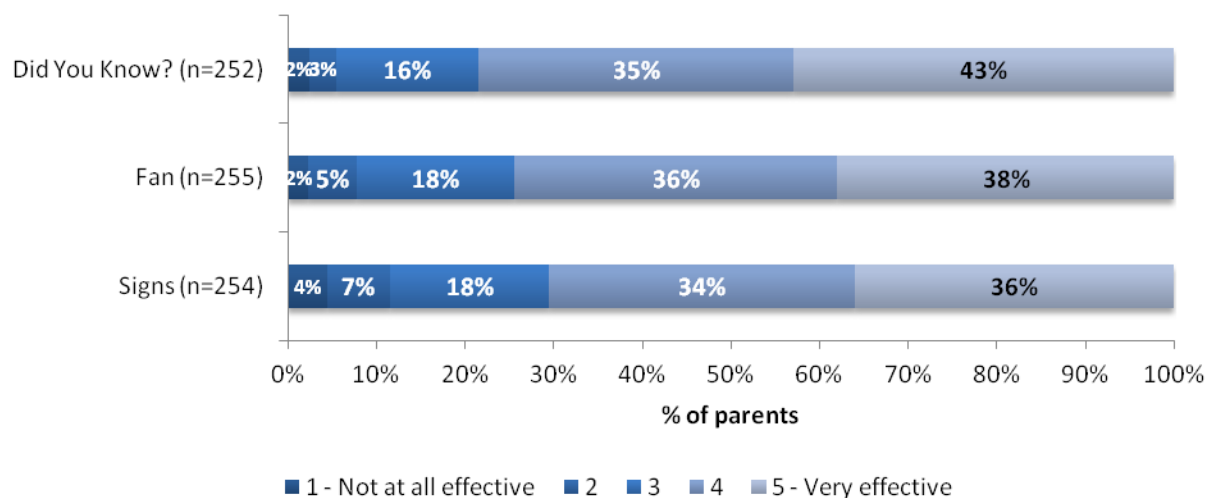
Region

- Respondents living in Quebec were most likely to agree that they would tell a friend or family member about healthycanadians.gc.ca after viewing the '**Fan**' concept (65%) and least likely to do so in response to the '**Signs**' concept (42%).
- Respondents living in Ontario gave stronger ratings to the '**Did You Know?**' and '**Signs**' concepts compared to the '**Fan**' concept for:
 - being appealing (67% and 66% versus 46%); and
 - being memorable (66% and 61% versus 48%).
- Respondents living in Ontario give the highest ratings to the '**Signs**' concept and the lowest ratings to the '**Fan**' concept for:
 - catching their attention (77% versus 46%);
 - being clear and easy to understand (88% versus 73%); and
 - overall effectiveness (75% versus 55%)
- Respondents living in Ontario rated the '**Did You Know?**' concept higher than the others for:
 - communicating the message in an interesting way (80% versus 66% for '**Signs**' and '62% for '**Fan**'); and
 - encouraging them to use healthycanadians.gc.ca to get more information when product recalls or safety alerts are announced (80% versus 73% for '**Signs**' and 62% for '**Fan**').
- Respondents living in the Prairies give the highest ratings to the '**Signs**' concept and the lowest ratings to the '**Did You Know?**' concept for:
 - encouraging them to use healthycanadians.gc.ca as their primary source to learn about product recalls and safety alerts (81% versus 51%); and
 - overall effectiveness (92% versus 60%).
- Respondents living in B.C. gave stronger ratings to the '**Did You Know?**' and '**Signs**' concepts compared to the '**Fan**' concept for:
 - catching their attention (65% and 65% versus 32%);
 - communicating the message in an interesting way (65% and 70% versus 32%); and

- o overall effectiveness (61% and 62% versus 36%).
- Respondents living in B.C. give the highest ratings to the '**Signs**' concept and the lowest ratings to the 'Fan' concept for:
 - o being memorable (62% versus 26%); and
 - o encouraging them to use healthycanadians.gc.ca to get more information when product recalls or safety alerts are announced (76% versus 38%).

Respondents were also asked to rewatch the ending of the TV ad and rate its effectiveness in encouraging viewers to visit the healthycanadians.gc.ca website for recalls and safety alert information. The ending to 'Did You Know?' received the highest effectiveness ratings (78%), followed by 'Fan' (74%) and 'Signs' (70%). The effectiveness of the endings did not vary significantly among any demographic groups for any of the three concepts.

Figure 4.1B - Please rate how effective this ending is in encouraging you to visit the healthycanadians.gc.ca website for recalls and safety alert information. (q13)



Web Banner Ads:

Key findings are highlighted below.

- ***The performance of all web banner ad concepts was poor to moderately positive.*** For the 'Did You Know?' and 'Signs' concepts, around half of parents agreed that the ads performed well against almost all metrics. Ratings were generally somewhat lower for the 'Fan' concept, with around four-in-ten parents giving it positive ratings on most metrics. For all concepts there was strongest agreement that the ad was 'clear and easy to understand' (57% for the 'Did You Know?' concept, 64% for the 'Signs' concept, and 57% for the 'Fan' concept) and that as a result of seeing this ad, [the respondent was] aware that you can get recall and safety alert information on-line at healthycanadians.gc.ca (60% for the 'Did You Know?' ad concept, 61% for the 'Signs' concept, and 54% for the 'Fan' concept). Of note is that parents were least likely to agree that if they saw the ad on the Internet, they would click on it for more information (33% for the 'Did You Know?' concept, 39% for the 'Signs' concept, and 30% for the 'Fan' concept).
- ***The 'Did You Know?' and 'Signs' concepts clearly outperformed the 'Fan' concept.*** Either the 'Did You Know?' or 'Signs' concept, if not both, received higher ratings than the 'Fan' ad concept on all metrics.
- ***The 'Signs' concept performed the strongest overall.*** The 'Signs' web banner ad concept received higher ratings than did the 'Did You Know?' concept on 6 out of 8 metrics, and similar ratings on the remainder. In particular, the 'Signs' concept was rated more positively for:
 - catching the respondent's attention (58% versus 45% for the 'Did You Know?' concept);
 - being clear and easy to understand (64% versus 57%);
 - communicating the message in an interesting way (54% versus 49%);
 - encouraging viewers to click on the ad for more information (39% versus 33%);
 - encouraging viewers to visit healthycanadians.gc.ca (51% versus 47%); and
 - being very effective (53% versus 45%).

Figure 4.1B - Please indicate your level of agreement with the following statements about the web banner ad. (q16)

	Did You Know? [n=252]		Signs [n=254]		Fan [n=255]	
	Mean (1-5)	Top 2 Box %	Mean (1-5)	Top 2 Box %	Mean (1-5)	Top 2 Box %
The ad catches my attention.	3.28	45%	3.57	58%	3.43	50%
This ad is clear and easy to understand.	3.57	57%	3.74	64%	3.57	57%
The ad communicates the message in an interesting way.	3.42	49%	3.48	54%	3.16	39%
If I saw this ad on the Internet I would click on it for more information.	2.98	33%	3.02	39%	2.81	30%
As a result of seeing this ad, I am more likely to use healthycanadians.gc.ca to get more information on product recalls or safety alerts.	3.42	49%	3.41	51%	3.17	40%
As a result of seeing this ad, I am aware that you can get recall and safety alert information on-line at healthycanadians.gc.ca	3.67	60%	3.74	61%	3.56	54%
As a result of seeing this ad, I am more likely to visit the healthycanadians.gc.ca website.	3.38	47%	3.38	51%	3.16	38%
Overall, this ad is very effective.	3.31	45%	3.42	53%	3.17	42%

The following bullets reflect some significant differences in ratings among key population groups.

Gender

- Female parents gave stronger ratings to the ‘**Signs**’ concept compared to the ‘Fan’ and ‘Did You Know?’ concepts for catching their attention (62% versus 52% and 47%).
- There were no significant differences in ratings of the three web banner ad concepts among male parents.

Age

- Respondents between the ages of 35 and 44 gave stronger ratings to the ‘**Did You Know?**’ and ‘**Signs**’ concepts compared to the ‘Fan’ concept for communicating the message in an interesting way (52% and 50% versus 34%) and encouraging them to visit the healthycanadians.gc.ca website (46% and 47% versus 29%).

Household Income

- There were no significant differences in ratings of the three web banner ad concepts among household income groups.

Language

- English-speaking parents gave stronger ratings to the '**Did You Know?**' and '**Signs**' concepts compared to the '**Fan**' concept for:
 - encouraging them to use healthycanadians.gc.ca to get more information on product recalls and safety alerts (47% and 49% versus 38%); and
 - encouraging them to visit the healthycanadians.gc.ca website (45% and 49% versus 36%).
- English-speaking parents give higher ratings to the '**Signs**' concept compared to the others for:
 - catching their attention (58% versus 42% for '**Did You Know?**' and 50% for '**Fan**'); and
 - communicating the message in an interesting way (53% versus 47% for '**Did You Know?**' and 37% for '**Fan**'); and
 - overall effectiveness (52% versus 42% for '**Did You Know?**' and 40% for '**Fan**').
- There were no significant differences in ratings of the three web banner ad concepts among French-speaking parents.

Region

- Respondents living in Ontario:
 - gave stronger ratings to the '**Did You Know?**' and '**Signs**' concepts than the '**Fan**' concept for communicating the message in an interesting way (51% and 54% versus 34%); and
 - rated the '**Signs**' concept as the most effective (53% versus 38% for '**Did You Know?**' and 37% for '**Fan**').
- Respondents living in the Prairies gave the highest ratings to the '**Signs**' concept for catching their attention (71% versus 38% for '**Did You Know?**' and 58% for '**Fan**') and communicating the message in an interesting way (68% versus 42% for '**Did You Know?**' and 40% for '**Fan**').
- Respondents living in B.C. gave higher ratings to the '**Did You Know?**' concept than the others for encouraging them to use healthycanadians.gc.ca to get more information on product recalls or safety alerts (58% versus 43% for '**Signs**' and 26% for '**Fan**').

4.2 ‘Did You Know?’ Ad Concept: Key Messages, Likes and Suggested Improvements

This section summarizes parents’ comments for the ‘Did You Know?’ concept on a series of open-ended questions related to the TV ad’s key messages, as well as likes, dislikes, and suggested improvements to the TV and web banner ads. As seen in Section 4.1, the ‘Did You Know?’ TV ad concept is the stronger concept compared to the ‘Fan’ concept, and similar to the ‘Signs’ concept with respect to key metrics. This TV ad concept scored higher than the others on key indicators associated with creativity and memorability.

Key findings from the open-ended questions for the ‘Did You Know?’ concept include the following:

- The ‘Did You Know?’ TV ad concept does a ‘fairly’ good job communicating the purpose of the healthycanadians.gc.ca website as a source for product recall and safety alert information, and the idea that recalled products can be dangerous. However, the ad caused some confusion, as a notable proportion of parents thought the main message of the ad was either that taking prescription drugs (13%) or taking expired medication (14%) can be harmful.
- Respondents liked this TV ad because it:
 - had a strong visual concept presented through the graphics and animation;
 - was clear and easy to understand;
 - provided important / useful information; and
 - was short and to the point.
- On the other hand, key dislikes of this TV ad include:
 - the message of the ad being unclear, confusing or misleading; and
 - some found the image of the sick pill bottle / coughing sound off-putting.
- The ‘Did You Know?’ web banner ad was preferred over the ‘Fan’ web banner ad concept but received slightly less favourable ratings than the ‘Signs’ concept. Some parents liked the visual concept (graphics, animation) of the ‘Did You Know?’ banner ad and found it to be attention-grabbing / eye-catching. However, the key dislikes were that the ad took too long to get to the main message and would not hold their attention if they saw it on a website.

The majority of parents who viewed the 'Did You Know?' TV ad concept stated that there was nothing they disliked about the concept (57%). Some parents did find the message to be unclear, confusing or misleading (13%). This was higher for the 'Did You Know' concept than for either of the other two ad concepts. Others noted that they did not find the image of the sick pill bottle or the coughing sound appealing (12%).

Figure 4.2C - What are the main things, if any, you <u>did not like</u> about the TV ad you just saw? (q9)	% of parents [n=240]
Nothing	57%
Message is not clear / confusing / misleading	13%
Image of sick pill bottle / coughing sound / red spots	12%

"The opening animation of the pill bottle made me expect a message about how drugs can expire and become dangerous. I don't see how the sick pill bottle ties into the recall message at all."

Web Banner Ad Concept

The most frequently stated "like" of the 'Did You Know?' web banner ad was the animation / images used (17%). Several parents also liked that the ad grabbed their attention (13%), was informative (10%), and provides the web address to look for more information (10%). However, 16% of parents indicated that they did not like anything about the ad.

Compared to the other two concepts, a higher proportion of parents liked the animation / images used in the 'Did You Know?' concept. Compared to the 'Signs' concept, a higher proportion of parents found the 'Did You Know?' concept informative, but fewer found it attention-grabbing or simple.

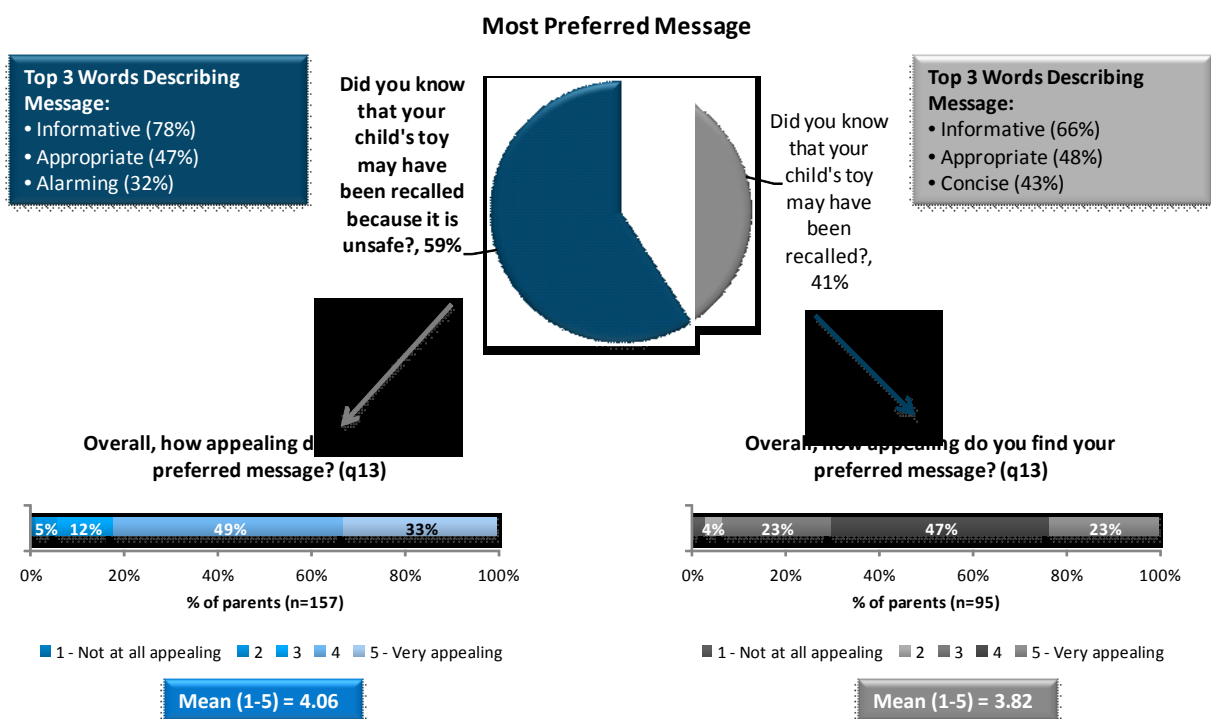
"The scrolling caught my eye, it was catchy. Then, the bear changing from a smile to a frown, kept my attention in the banner. I would probably stop what I'm reading on the net and pause to see an ad like this."

"I thought it was cute how the bear was getting mug shots. That caught my attention."

Figure 4.2D - What are the main things, if any, you <u>liked</u> about the web banner ad you just saw? (Q14)	% of parents [n=237]
Images/animation/graphics	17%
Grabs your attention/catchy	13%
Informative	10%
Provides web address/where to go for information	10%
Clear	6%
Cute	6%
Funny	5%
Colours	5%
The ending	5%
Nothing	16%

For the 'Did You Know?' web banner ad concept, parents were also asked to indicate which of two taglines they preferred for the ad. A majority of parents (59%) preferred the tagline "Did you know that your child's toy may have been recalled because it is unsafe?" over "Did you know that your child's toy may have been recalled?" Respondents rated the former tagline as more appealing than the latter (82% versus 70%) and more informative (78% versus 66%). Respondents from Quebec and French-speaking parents were especially likely to prefer the "Did you know that your child's toy may have been recalled because it is unsafe?" message (79% versus 47-56% of parents from other regions and 79% versus 54% of English-speaking parents).

Figure 4.2E – Reactions to 'Did You Know?' Web Banner Ad Taglines



Although almost four in ten (37%) stated that they did not dislike anything about the 'Did You Know?' web banner ad concept, over one-in-five (22%) found that the ad took too long to get to the point. This theme came up more often for the 'Did You Know?' concept than for either the 'Signs' (4%) or 'Fan' (2%) concepts. Several others mentioned that they did not find the ad interesting or eye-catching (14%), which was nearly as many as indicated that they did find it eye-catching at the previous question.

Figure 4.2F - What are the main things, if any, you did not like about the web banner ad you just saw? (q9)	% of parents [n=229]
Nothing	37%
Too long / too slow to get to the point	22%
Not interesting / eye-catching / clever	14%
Disruptive / do not like 'spill-over' / ads like this are annoying	8%
Message is not clear / confusing / misleading	7%
Toys used / line-up with a teddy bear is unsettling	6%

"The only thing that I disliked was how long it took to get to the message, I think that I might lose interest before getting to the message, or I would be moving off to another page on the site before the main message came up."

"Too long. Banner ads need to be short and eye catching. Too many pictures to get to the point."

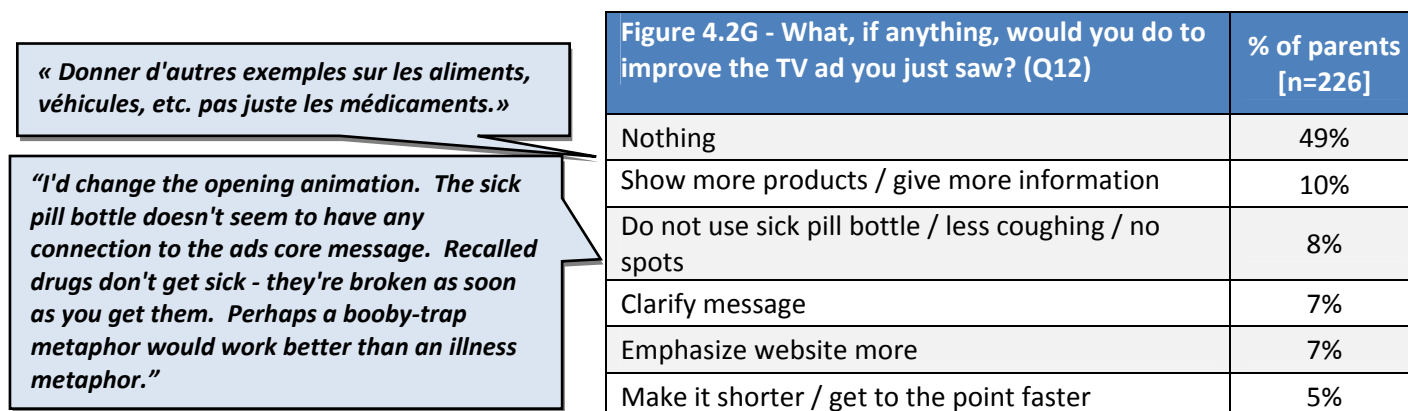
4.2.4 Suggested Improvements

TV Ad Concept

When parents were asked what they would do to improve the 'Did You Know?' TV ad concept, 49% felt there was no need for improvements. Others made the following suggestions:

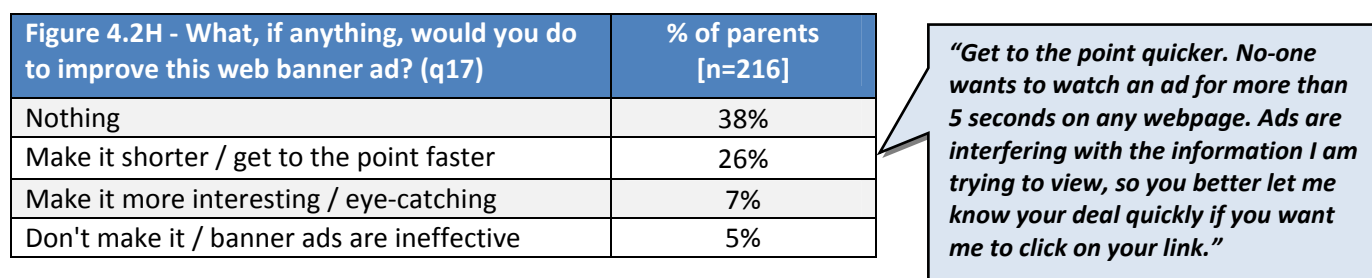
- show a broader range of products / provide more information (10%);
- do not use the sick bottle or change the coughing and/or red spots (8%);
- clarify the message of the ad so that it is easier to understand (7%);
- emphasize the website more (7%); and
- make it shorter / get to the main message sooner (5%).

Compared to the other concepts, parents were somewhat more likely to mention that the 'Did You Know?' ad should show a broader range of products and clarify its message.



Web Banner Ad

Almost four in ten parents (38%) who viewed the 'Did You Know?' web banner ad did not think that anything needs to be done to improve the ad; however, just over one-quarter (26%) indicated that the ad needs to get to the central message faster. This was by far the most often cited improvement for this ad, and was mentioned far more often in relation to the 'Did You Know?' concept than other of the two others.



4.3 'Signs' Ad Concept: Key Messages, Likes and Suggested Improvements

This section summarizes parents' comments for the 'Signs' concept on a series of open-ended questions related to the TV ad's key messages, as well as likes, dislikes, and suggested improvements to the TV and web banner ads. As seen in Section 4.1, the 'Signs' ad concept emerges as a stronger concept than the 'Fan' concept, and similar to the 'Did You Know?' concept. This TV ad concept scored higher than the others on key indicators associated with relevancy and clarity. The web banner ad for this concept scored higher than both other concepts on nearly all metrics.

Key findings from the open-ended questions for the 'Signs' concept include the following:

- The 'Signs' TV ad concept does a 'very' good job communicating the purpose of the healthycanadians.gc.ca website as a source for product recall and safety alert information. Respondents liked this TV ad because it:
 - provided important / useful information;
 - used appealing graphics and animation;
 - informed them of the website where they could obtain more information;
 - was short and to the point; and
 - was clear and easy to understand.
- On the other hand, the key dislike of this TV ad was the images / graphics used. In particular, some parents found the flashing neon-signs irritating or inappropriate given the serious subject matter of the ad.
- The 'Signs' web banner ad was the most preferred of the three concepts, outperforming the 'Fan' concept substantially and the 'Did You Know?' concept by a smaller margin. Compared to the other two concepts, a higher proportion of parents found the 'Signs' concept attention-grabbing / eye-catching. However, parents were less likely to find it to be informative or like the images / animation / graphics used. The most commonly mentioned dislike was not related to the ad concept itself, but rather a general dislike for ads that spill-over onto the main browser page. A few parents also found the ad to be somewhat misleading, stating that it looks like a car ad at first glance.

The majority of parents who viewed the 'Signs' TV ad concept stated that there was nothing they disliked about the concept (54%). Some parents did dislike the graphics / images used in the ad (10%).

Figure 4.3C - What are the main things, if any, you <u>did not like</u> about the TV ad you just saw? (q9)	% of parents [n=239]
Nothing	54%
Graphics / images	10%
Music (is annoying, cheesy)	5%
Not interesting / eye-catching / clever	5%
Website is not displayed long enough / is hard to remember	5%

« Les lumières de style néon me donne l'impression que c'est un jeu ou un divertissement et enlève je crois au message qui est sérieux. »

Web Banner Ad Concept

The most frequently stated "like" of the 'Signs' web banner ad was that it grabs your attention / is eye-catching (29%). Several parents also liked the images / animation / graphics used (12%). However, 20% of parents indicated that they did not like anything about the ad.

Compared to the other two concepts, a higher proportion of parents found the 'Signs' concept attention-grabbing / eye-catching. However, parents were less likely to find it informative or like the images / animation / graphics used.

"I like the eye-catching arrow extending outside the box that says "Recalls". I like the simplicity of the car graphic -- no distractions."

Figure 4.3D - What are the main things, if any, you <u>liked</u> about the web banner ad you just saw? (Q14)	% of parents [n=238]
Grabs your attention/eye-catching	29%
Images/animation/graphics	12%
Simple	7%
Gets the point across/to the point	7%
Provides web address/where to go for information	6%
Clear	6%
Informative	6%
Nothing	20%

Slightly less than half of parents who saw the 'Signs' web banner ad (46%) stated that they did not dislike anything about the concept. The most commonly mentioned dislike was not related to the ad concept itself, but rather a general dislike for ads that spill-over onto the main browser page (24%). A few parents also found that the ad was confusing or not clear, noting particularly that it looks like a car ad at the beginning (9%).

Figure 4.3E - What are the main things, if any, you did not like about the web banner ad you just saw? (q9)	% of parents [n=230]
Nothing	46%
Disruptive / do not like 'spill-over' / ads like this are annoying	24%
Message is not clear / confusing / misleading	9%
Not interesting / eye-catching / clever	5%

"I do not like it when ads block a part of a webpage that I looking at. I find that to be annoying and I look for a way to shut it down rather than concentrating on the message."

"The word 'recall' came too late in the ad - this just looked like another car ad until the word 'recall' came out. People might not pay attention - have the word 'recall' first - this will get everyone's attention."

4.3.4 Suggested Improvements

TV Ad Concept

When parents were asked what they would do to improve the 'Signs' TV ad concept, just over half (51%) did not see any need for improvements. On the other hand, some thought that the website should receive more emphasis (13%). Respondents were more likely to mention this in relation to the 'Signs' concept than to either of the other concepts.

"I would repeat the web address with each of the images and the warnings to reinforce it. I honestly couldn't remember what the site was after watching the video until reminded by a survey question."

Figure 4.3F - What, if anything, would you do to improve the TV ad you just saw? (Q12)	% of parents [n=223]
Nothing	51%
Emphasize website more	13%
Change the music	6%
Improve graphics / animation	6%
Show more products / give more information	5%

Web Banner Ad

Just over half (51%) of parents who viewed the 'Signs' web banner ad did not think that anything needs to be done to improve the ad. A few parents noted that they would prefer it if the ad did not spill-over onto the main web page (9%) or thought that the ad should be shorter / get to the point faster (7%). Respondents were more likely to make comments about their dislike of banner ads and ads that spill-over onto web pages in relation to the 'Signs' concept than the other two concepts.

Figure 4.3G - What, if anything, would you do to improve this web banner ad? (q17)	% of parents [n=222]
Nothing	51%
Do not spill-over onto web page	9%
Make it shorter / get to the point faster	7%
Show more products / give more information	5%
Don't make it / banner ads are ineffective	5%
Make it more interesting / eye-catching	5%

"I don't know that there is much that can be done to improve it to be honest. It is effective in what it does, it just doesn't appeal to me or my type of advertising. I find it invasive."

4.4 'Fan' Ad Concept: Key Messages, Likes and Suggested Improvements

This section summarizes parents' comments for the 'Fan' concept on a series of open-ended questions related to the TV ad's key messages, as well as likes, dislikes, and suggested improvements to the TV and web banner ads. As seen in Section 4.1, The 'Fan' TV ad concept was the weakest of the three concepts. A smaller proportion of parents liked this ad compared to the 'Did You Know?' and 'Signs' concept, and it received lower ratings on almost all metrics. That being said, the ad did contain components which were well received by some parents.

Key findings from the open-ended questions for the 'Fan' concept include the following:

- The 'Fan' TV ad concept does a 'fairly' good job communicating the purpose of the healthycanadians.gc.ca website as a source for product recall and safety alert information, as well as the importance of being aware of / checking for recalls. Respondents liked this TV ad because it:
 - provided important / useful information;
 - used a child to present the information;
 - informed them of the website where they could obtain more information;
 - was clear and easy to understand; and
 - was funny / quirky / cute.
- On the other hand, some parents disliked the central female character in the TV ad, finding her to be annoying or unrealistic.
- The 'Fan' web banner ad was the least preferred of the three concepts. Compared to the other two concepts, a higher proportion of parents found the 'Fan' concept informative, but fewer felt that it was attention-grabbing / eye-catching. The most commonly mentioned dislike was not related to the ad concept itself, but rather a general dislike for ads that spill-over onto the main browser page. As with the TV ad, a few parents also disliked the central child character.

Half of parents who viewed the 'Fan' TV ad concept did not dislike anything in particular about the concept. Some parents did find the girl who was the central character in the ad to be irritating or unrealistic (12%).

Figure 4.4C - What are the main things, if any, you <u>did not like</u> about the TV ad you just saw? (q9)	% of parents [n=244]
Nothing	50%
The little girl (her voice, her appearance, nagging her family)	12%
Cartoons are not effective	7%

"Child's character is annoying."

« La petite fille en personnage principal...ce n'est pas réaliste, une vraie petite fille n'irait pas consulter ce site, des adultes le ferait. »

Web Banner Ad Concept

The most frequently stated "like" of the 'Fan' web banner ad was that it grabs your attention / is eye catching (16%). Several parents also found the ad informative (12%), liked the images / animation / graphics used (12%), and liked that it provided the website to visit for more information (11%). However, 21% of parents indicated that they did not like anything about the ad.

Compared to the other two concepts, a higher proportion of parents found the 'Fan' concept informative, but fewer felt that it was attention-grabbing / eye-catching.

"Catches my eye as it was something that affects me personally."

"I like that the girl appeared intelligent and engaged in ad and brought to our attention what we could find out about on the site."

Figure 4.4D - What are the main things, if any, you <u>liked</u> about the web banner ad you just saw? (Q14)	% of parents [n=245]
Grabs your attention/eye-catching	16%
Informative	12%
Images/animation/graphics	12%
Provides web address/where to go for information	11%
Clear / easy to understand	9%
Colours	7%
Nothing	21%

Almost four-in-ten parents who saw the 'Fan' web banner ad (38%) stated that they did not dislike anything about the concept. The most commonly mentioned dislike was not related to the ad concept itself, but rather a general dislike for ads that spill-over onto the main browser page (31%). A few parents also found that the central child character in the ad annoying or unrealistic (8%).

Figure 4.4E - What are the main things, if any, you did not like about the web banner ad you just saw? (q9)	% of parents [n=243]
Nothing	38%
Disruptive / do not like 'spill-over' / ads like this are annoying	31%
The little girl (annoying, unrealistic)	8%
Message is not clear / confusing / misleading	6%
Not interesting / eye-catching / clever	5%

"No one likes ads that float over what you are trying to read on a page. The first thing I would do for an ad like that is look for the X to close it."

"Using a child to convey information that is more relevant to adults who are the most likely to take note of recalls. It's insulting to adult intelligence."

4.4.4 Suggested Improvements

TV Ad Concept

When parents were asked what they would do to improve the 'Fan' TV ad concept, just over four in ten (43%) did not see a need for any improvements. The most commonly mentioned improvement was to use real people instead of cartoons (11%), which would have been done at the final stage of production regardless. A few parents noted that the little girl should be replaced or made less irritating (7%), and that the ad should emphasize the website more (7%).

«Je montrerais peut être la page du site et comment elle fonctionne en faisant faire une recherche à la jeune fille.»

“Make the girl not annoying about how she conveys her information. Right now, your message is that you, too, will be as annoying as this little girl if you visit the website and care about its content.”

Figure 4.4F - What, if anything, would you do to improve the TV ad you just saw? (Q12)	% of parents [n=229]
Nothing	43%
Use real people / objects instead of cartoons	11%
Do not use little girl / make her less annoying	7%
Emphasize website more	7%
Make it more relevant / relatable to all Canadians	7%
Make it more interesting / dynamic / humorous / clever	6%
Clarify message	5%

Web Banner Ad

More than four in ten parents (43%) who viewed the 'Fan' web banner ad did not think that anything needs to be done to improve the ad. The most commonly suggested improvements related to a general dislike of web banner ads and ads that spill-over onto the main web page rather than the actual content of the ad.

Figure 4.4G - What, if anything, would you do to improve this web banner ad? (q17)	% of parents [n=220]
Nothing	43%
Do not spill-over onto web page	14%
Don't make it / banner ads are ineffective	10%
Do not use little girl / make her less annoying	8%
Better design / animation / less cluttered	7%

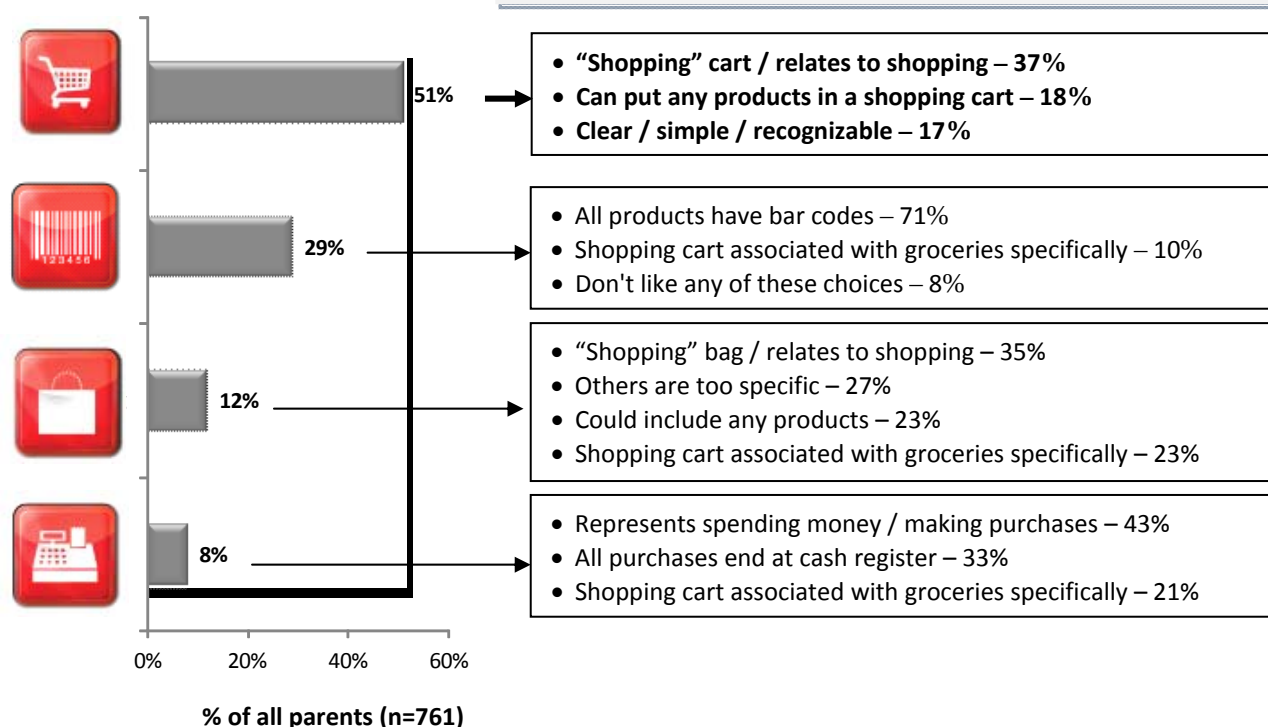
«Moins envahissante pour la page (enlever les bulles de texte) et ne pas mettre la petite fille et son ordi, juste du texte informatif sur le contenu du site-web (comme un texte qui défile avec les mots "rappels et avis de sécurité : cliquez ici").»

4.5 Icon Preferences

4.5.1 Consumer Product Icons

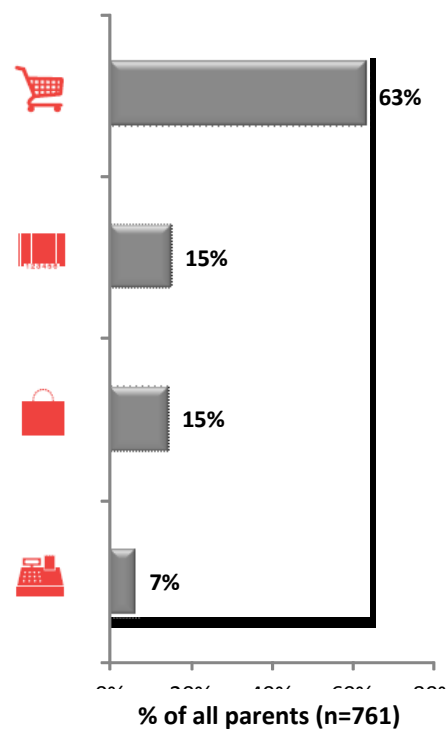
Respondents were asked to indicate which of four icons they thought most accurately depicted the category of "Consumer Products". Just over half (51%) selected the shopping cart, while the next most preferred icon, the UPC Code, was selected by just under three-in-ten parents (29%). Respondents with an annual household income under \$100K were more likely than those with a higher household income to select the shopping cart (55% versus 46%). The most commonly stated reasons for selecting the shopping cart were that it relates to shopping (37%), any products can be put in a shopping cart (18%) and that it is clear / simple / recognizable (17%).

Figure 4.5A - Which one of the following 4 icons most accurately depicts the category of "Consumer Products"? (q21)



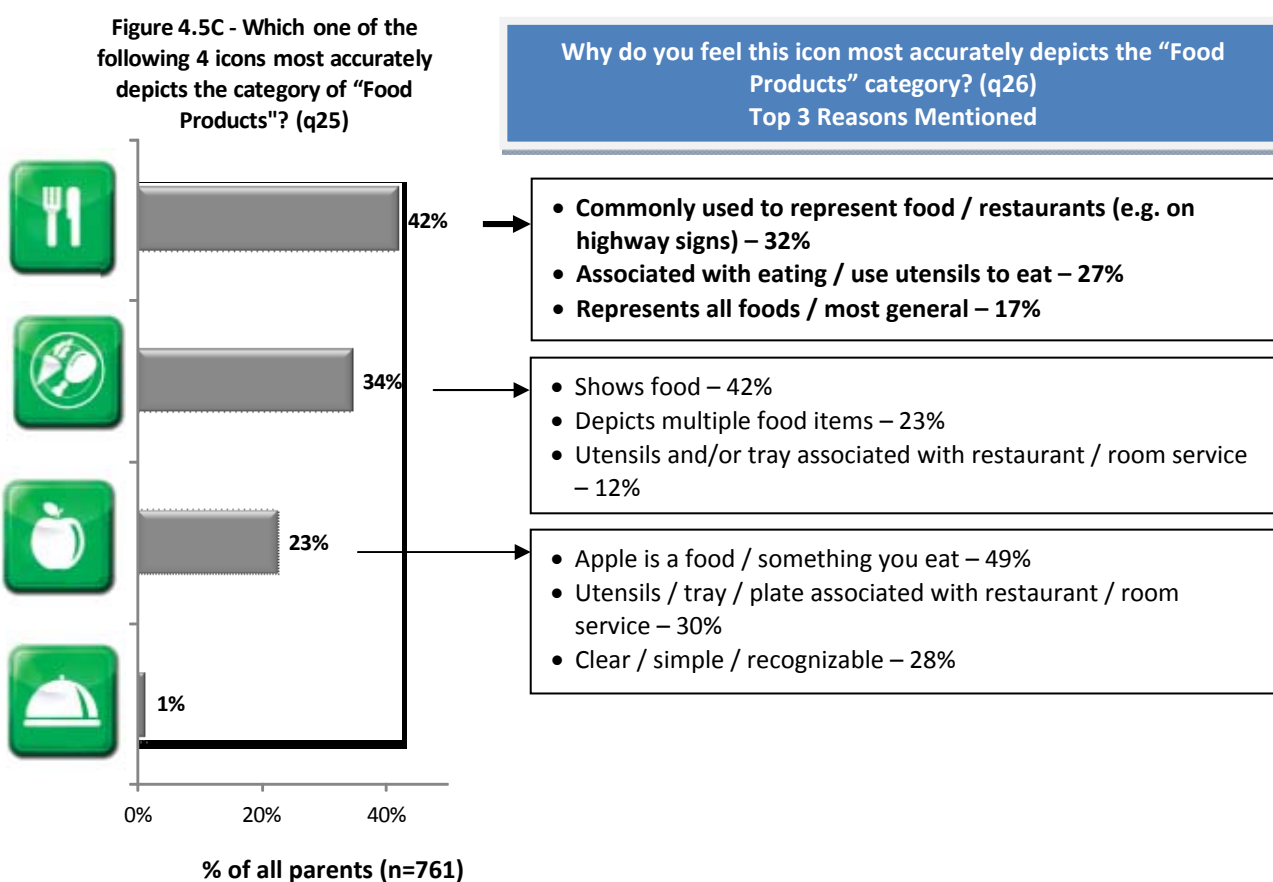
Respondents were also shown the same icons at the size and resolution in which they would appear on the website and mobile application, and asked to indicate which icon they felt was most effective at that size. Preference for the shopping cart icon was even stronger at this size, with 63% of parents selecting it as the most effective icon. This was primarily due to parents switching their choice from the UPC code.

Figure 4.5B - At this size, which one of the following 4 icons is most effective in representing "Consumer Products"? (q23/q24)



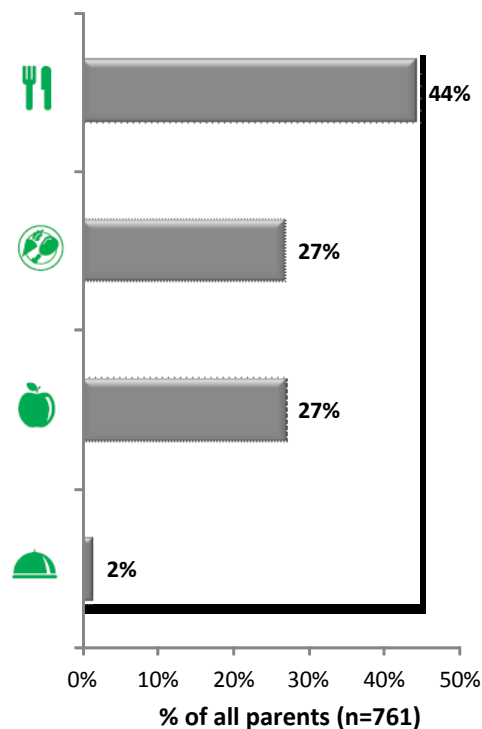
4.5.2 Food Product Icons

Respondents were asked to indicate which of four icons they thought most accurately depicted the category of “Food Products”. The utensils icon was most frequently selected (42%), followed by the plate (34%) and the apple (23%). The most commonly stated reasons for selecting the utensils were that it is similar to images already commonly used to represent food (e.g., restaurants on highway signs) (32%), that utensils are clearly associated with the act of eating (27%), and that it encompasses all types of food / is the most general (17%). It should be noted that parents frequently mentioned the utensils’ resemblance to images used to represent restaurants as a reason for not selecting it as their preferred choice (16% of parents who selected an icon other than the utensils), suggesting that this can be both a positive and a negative. Some parents also mentioned that they associated the tray (7% of parents who selected an icon other than the tray) and/or the plate (6% of parents who selected an icon other than the plate) icons with restaurants or dining, but this association was more common for the utensils icon.



Respondents were also shown the same icons at the size and resolution in which they would appear on the website and mobile application, and asked to indicate which icon they felt was most effective at that size. Preference for the utensils icon was slightly higher at this resolution (44%), as was preference for the apple icon (27%), while parents were less likely to select the plate icon (27%). Male parents were more likely than female parents to select the utensils at this size (49% versus 39%), while females were more likely to select either the apple (30% versus 24%) or the plate (29% versus 25%).

Figure 4.5D - At this size, which one of the following 4 icons is most effective in representing "Food Products"? (q27/q28)



5.0 Conclusions and Recommendations

The following section presents our key conclusions and recommendations.

5.1 Key Conclusions

Overall the ‘Did You Know?’ and ‘Signs’ ad concepts were well-received and stronger than the ‘Fan’ concept. Either the ‘Did You Know?’ or ‘Signs’ concept, if not both, received higher ratings than the ‘Fan’ ad concept on nearly all metrics for both the TV and web banner ads. These results were generally consistent across demographic groups, suggesting that either the ‘Did You Know?’ or the ‘Signs’ concept should form the basis for a strong campaign.

TV

- **The performance of all TV ad concepts was moderately to highly positive.** For the ‘Did You Know?’ and ‘Signs’ concepts, more than half and often more than two-thirds of parents agreed that the ads performed well against a range of performance metrics. Although ratings were lower for the ‘Fan’ concept, more than half of parents still gave positive ratings for all metrics except one (the ad being memorable).
- **All TV ad concepts effectively convey the core messages.** Respondents’ comments indicate that all TV ad concepts did an excellent job of communicating that product recall and safety alert information can be found on the healthycanadians.gc.ca website and did a fairly good job communicating the importance of being aware of product recalls and safety alerts.
- **The ‘Did You Know?’ concept outperformed the ‘Signs’ concept on metrics relating to creativity and memorability.** When looking at the range of performance metrics, ‘Did You Know?’ scored stronger for communicating the message in an interesting way, being memorable, and encouraging parents to tell a friend or family member about healthycanadians.gc.ca.
However, the ‘Did You Know?’ TV ad concept caused some confusion among a notable proportion of parents. Some thought that the main message of the ad was that taking expired medications is dangerous. Others thought the ad was warning of potential dangers from taking prescription drugs.
- **On the other hand, the ‘Signs’ concept outperformed the ‘Did You Know?’ concept on metrics relating to relevancy and clarity.** ‘Signs’ scored stronger for being relevant, being clear and easy to understand, and encouraging parents to use healthycanadians.gc.ca as their primary source to learn about recalls.
 - **Some parents felt that the website should receive more emphasis in the ad.** Overall there was very little that parents disliked or felt needed to be improved in this ad concept. Some did note that the website was not shown for long enough or was difficult to remember.

Web Banner

- **The performance of all web banner ad concepts was mediocre to moderately positive.** For the 'Did You Know?' and 'Signs' concepts, around half of parents agreed that the ads performed well against almost all metrics. Ratings were generally somewhat lower for the 'Fan' concept, with around four-in-ten parents giving it positive ratings on most metrics.
- **The 'Signs' web banner ad concept performed the strongest overall.** The 'Signs' web banner ad concept received substantially higher ratings than did the 'Did You Know?' concept on 5 out of 8 metrics, and similar ratings on the remainder. In particular, the 'Signs' concept was rated more positively for catching the respondent's attention, being clear and easy to understand, communicating the message in an interesting way, encouraging viewers to click on the ad for more information, and being very effective.
 - **However, several parents did not like that the ad 'spilled-over' onto the main web page.** While parents generally felt the concept was strong and effective, a substantial number indicated that they disliked this type of ad, finding it disruptive and irritating. This complaint was noted far more often in relation to the 'Signs' concept than to either of the other two. General dislike of this type of ad may negatively impact the overall effectiveness of the ad, as less than four-in-ten parents indicated that they would click on it for more information if they saw it while browsing the Internet.
- **The 'Did You Know?' web banner ad concept was moderately strong relative to the other concepts, with clear room for improvement.** Respondents generally rated this concept more positively than the 'Fan' concept, but less positively than the 'Signs' concept. This seems to be due to the length of time that the ad takes to arrive at the main message. Respondents noted that the toys did not immediately capture their attention, and that it took too long for it to become apparent that the ad was related to a government resource for product recall and safety alert information.

Icon Preferences

The survey also obtained reactions to potential icons for use on the website and mobile app to represent Consumer Products and Food Products.

- **The shopping cart icon was by far the most preferred icon for the Consumer Products category, particularly at the smaller size.** Respondents' comments indicate that this icon is effective because it clearly relates to shopping, any product can be put into a shopping cart (i.e., it is inclusive of all consumer products), and it is clear, simple, and recognizable.
- **The utensils icon was the most commonly selected icon for the Food Products category, followed by the plate icon.** Preference for the utensils icon did not increase substantially at the smaller size, but preference for the plate icon at this size did drop noticeably. Respondents' comments indicate that the utensils icon is effective because it is similar to images already commonly used to represent food (e.g., restaurants on highway signs), that utensils are clearly associated with the act of eating, and that it encompasses all types of food / is the most general.

5.2 Recommendations

Advertising Concepts

The reader should note that the following recommendations are based on this research only and our assessment of which concept would most effectively address the stated communication objectives.

- **Move forward with either the 'Did You Know?' or 'Signs' TV ad concept.** Based on the assumption that the TV ad concept will be the focus of the advertising campaign, the results of this research indicate that both the 'Did You Know?' and the 'Signs' concepts would be effective.
 - Both concepts were liked by a strong majority of parents.
 - Both concepts were effective at raising awareness of the healthycanadians.gc.ca website and the importance of checking for product recalls and safety alerts.
 - The 'Did You Know?' concept was rated somewhat higher on creativity and memorability, while the 'Signs' concept performed somewhat stronger on relevancy and clarity.

Health Canada should consider the following if proceeding with the 'Did You Know?' concept.

TV

- **Clarify the message.** The 'Did You Know?' concept generated some confusion as a notable proportion of parents incorrectly interpreted the ad as a warning of the dangers of expired or prescription medication. Mentioning 'recalls' earlier in the ad would help ameliorate the confusion. Health Canada may also wish to consider using the same general concept, but with a different product.
- **Maintain the underlying concept of the ad.** The strong visual concept and animation were the most commonly mentioned positive features of the ad. They likely led to the concept's stronger performance in terms of creativity and memorability. If the clarity of the message is improved while maintaining these elements, the overall strength of the concept would likely increase meaningfully.
- **Show a broader range of products.** The ad's singular focus on medication also contributed to confusion among parents. Showing more products could help underscore the importance of being aware of product recalls and safety alerts, clarify the central message of the ad, and broaden the relevancy of the ad.
- **Ensure the website address is more prominently displayed.** Some parents noted that the website appeared for only a short time at the end of the ads, while others missed the website altogether. One common suggestion was that the website be displayed throughout the ads.

Web Banner

- **Arrive at the main message more quickly.** A sizeable proportion of parents felt that the 'Did You Know?' web banner ad took too long to deliver the main message, and that it would not have held their attention if they came across it on the website. Respondents suggested shortening the amount of time it takes to scroll through the line-up, or displaying the entire line-up at once. A general theme in the research is that the information being delivered by these ads is important and highly valued. Mentioning product recalls and safety alerts could be used early in the ad to gain people's attention.
- **Use the tagline "Did you know that your child's toy may have been recalled because it is unsafe?"** This tagline was preferred by a majority of parents, particularly French-Canadians, and was more likely to be described as 'Informative.' Although it was also considered more alarming than the alternative, in this scenario that appears to be a positive thing, as the statement was also rated as more appealing.

Health Canada should consider the following if proceeding with the 'Signs' concept.

TV

- **If the 'Signs' TV ad concept is chosen, running this ad with only minor changes may be the most effective approach.** This TV ad did do a good job communicating the key messages of the campaign and just over half of parents could not think of anything in particular that they did not like about it. Running this TV ad concept with minor modifications should prove to be a solid basis for a successful campaign.
- **Ensure the website address is more prominently displayed.** Some parents noted that the website appeared for only a short time at the end of the ads, while others missed the website altogether. One common suggestion was that the website be displayed throughout the ads.
- **Make sure the visual design of the ad is tonally appropriate for the subject matter.** Some parents noted that they disliked the neon arrows pointing at products, and felt that they were too flashy or light-hearted for the serious subject matter.

Web Banner

- **Introduce the 'recall' concept sooner.** Some parents noted that the 'Signs' web banner ad appears to be a car ad at first, and that as such they would likely not pay attention to it. They suggested including the word 'recall' early in the ad, so as to attract attention and clarify the message.
- **If possible, eliminate 'spill-over' onto the main web page.** Many parents do not like ads that disrupt their browsing experience by expanding onto the web page they are trying to view and covering the text. This complaint was far more common in relation to the 'Signs' concept than the other concepts. Minimizing or eliminating this effect entirely would improve the positive reception of the ad.

Icons

With respect to the icons, Health Canada should:

- Proceed with the shopping cart icon for the Consumer Products category.
- Proceed with the utensils icon for the Food Products category.

Appendix A

Respondent Profile

Figure A1 - What is your age? (q2)

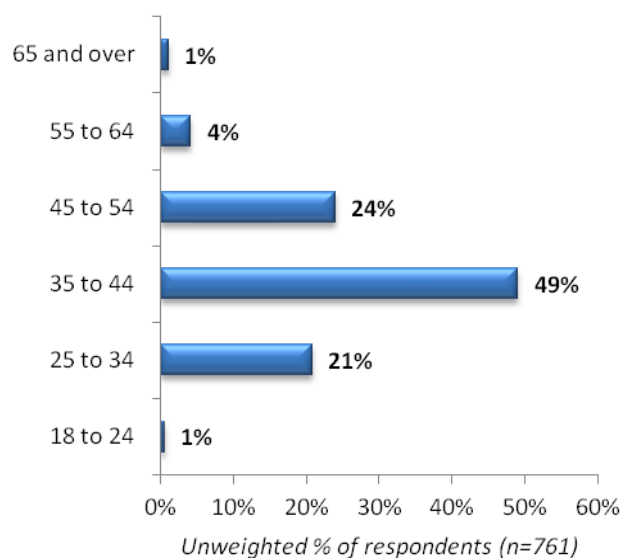


Figure A2 - Are you...? (q1)

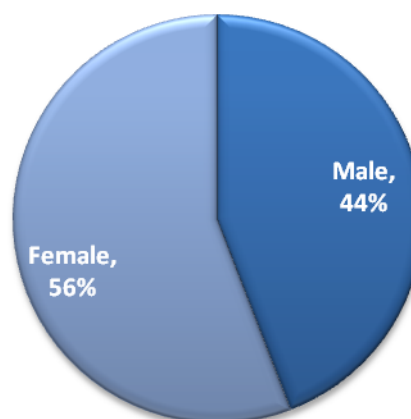


Figure A3 - Where do you currently reside? (q4)

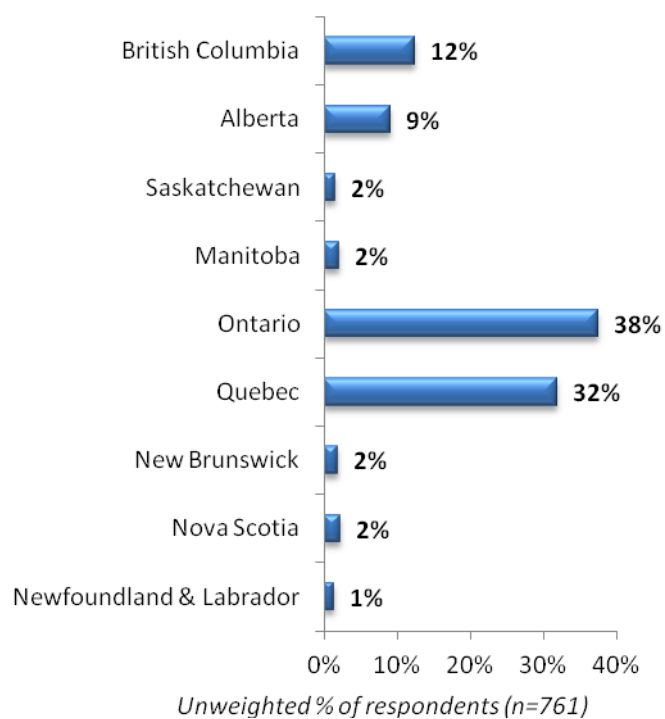


Figure A4 - Language

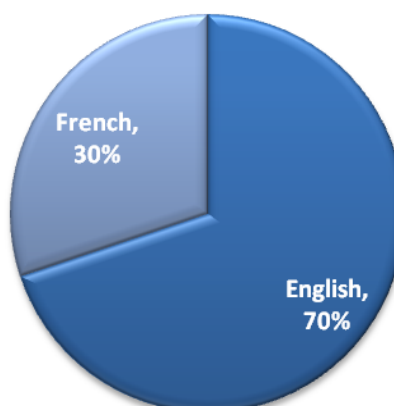


Figure A5 - How many children in the following age groups are living in your household? (q31)

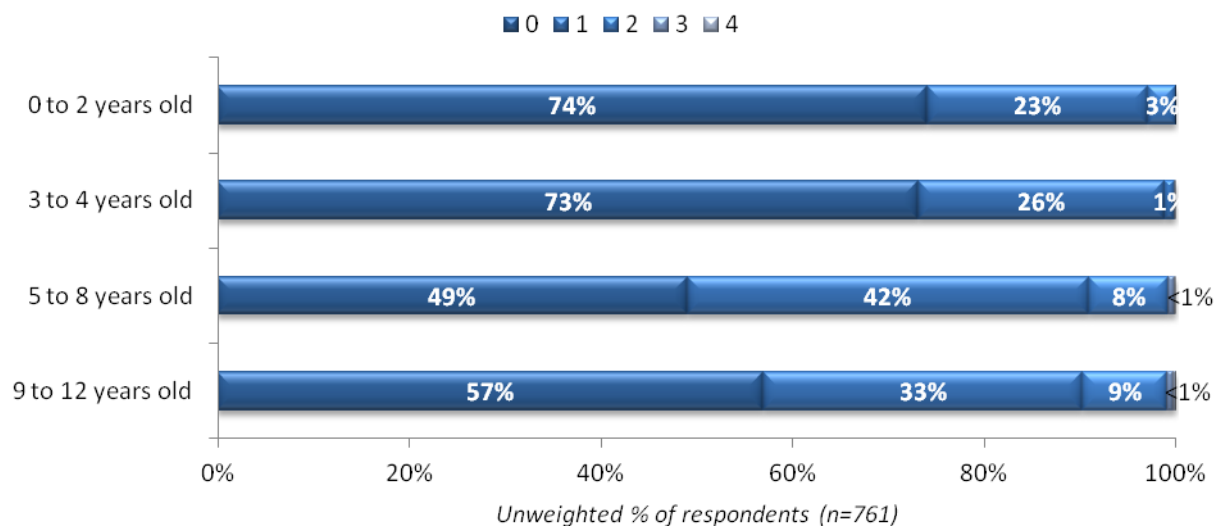


Figure A6 - Does anyone in your household suffer from food-related allergies or dietary restrictions resulting from a medical condition? (q32)

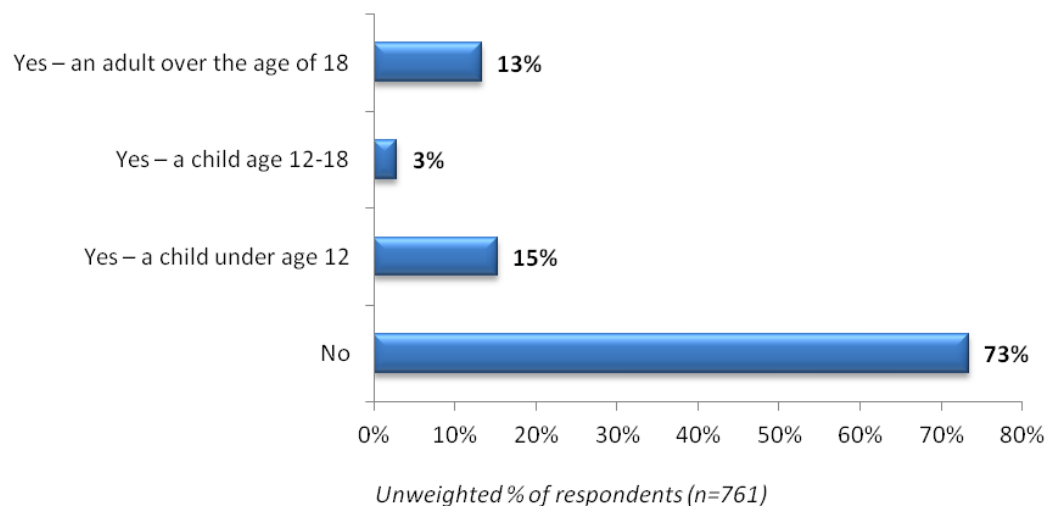


Figure A7 - Which of the following diplomas or degrees have you completed? (q33)

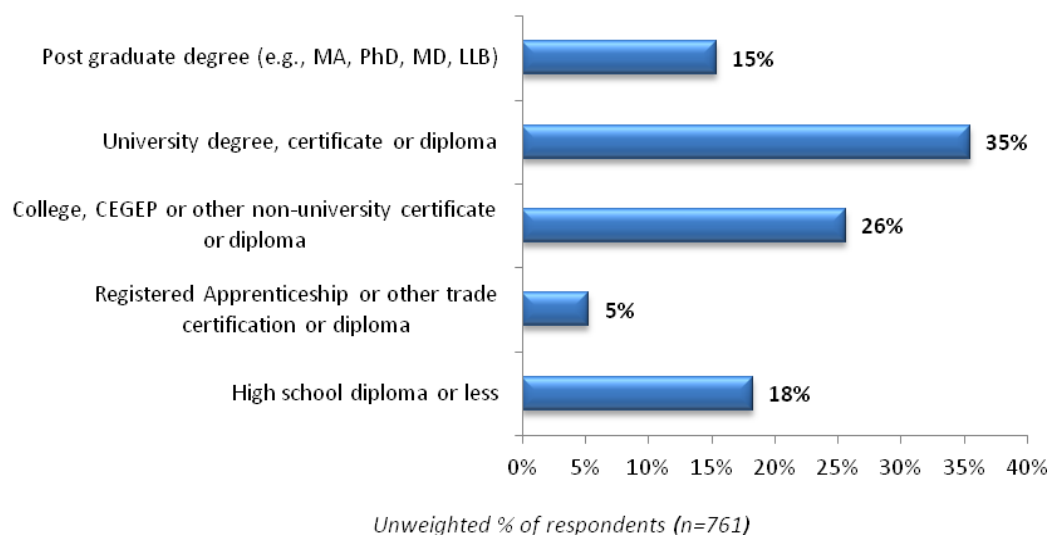


Figure A8 - What was your total household income in 2011 before taxes? (q34)

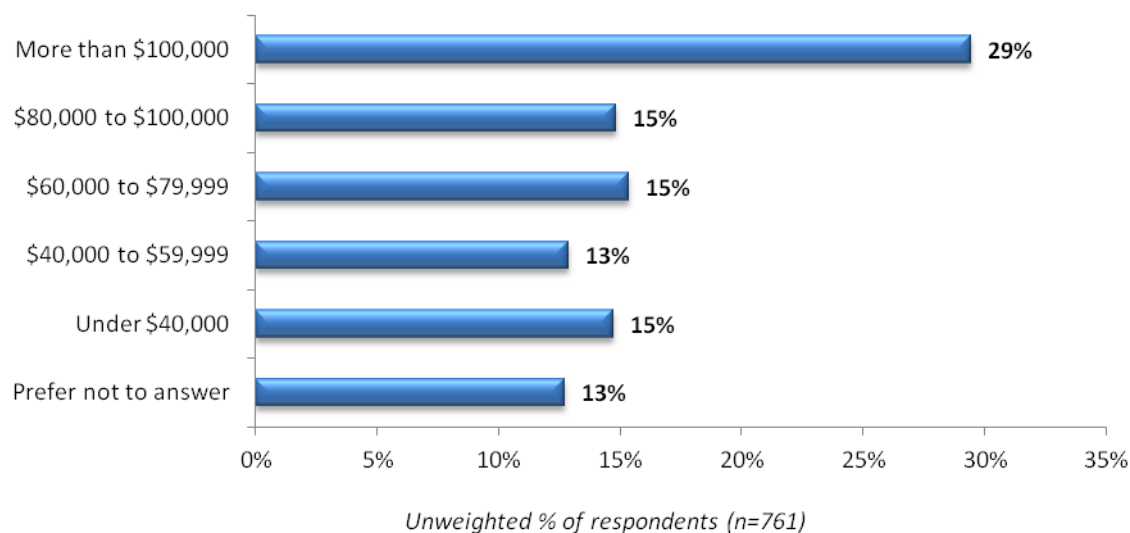


Figure A9 - In the past week, have you used any of the following social media? (q29)

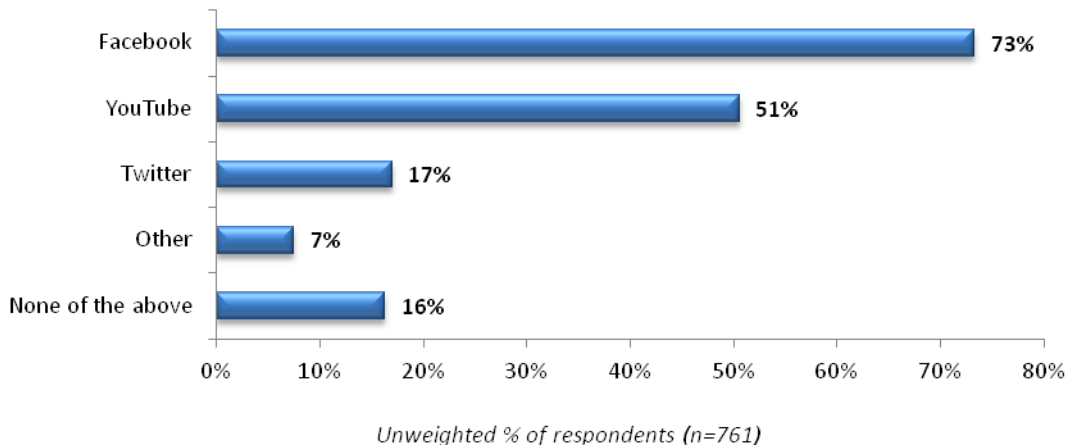
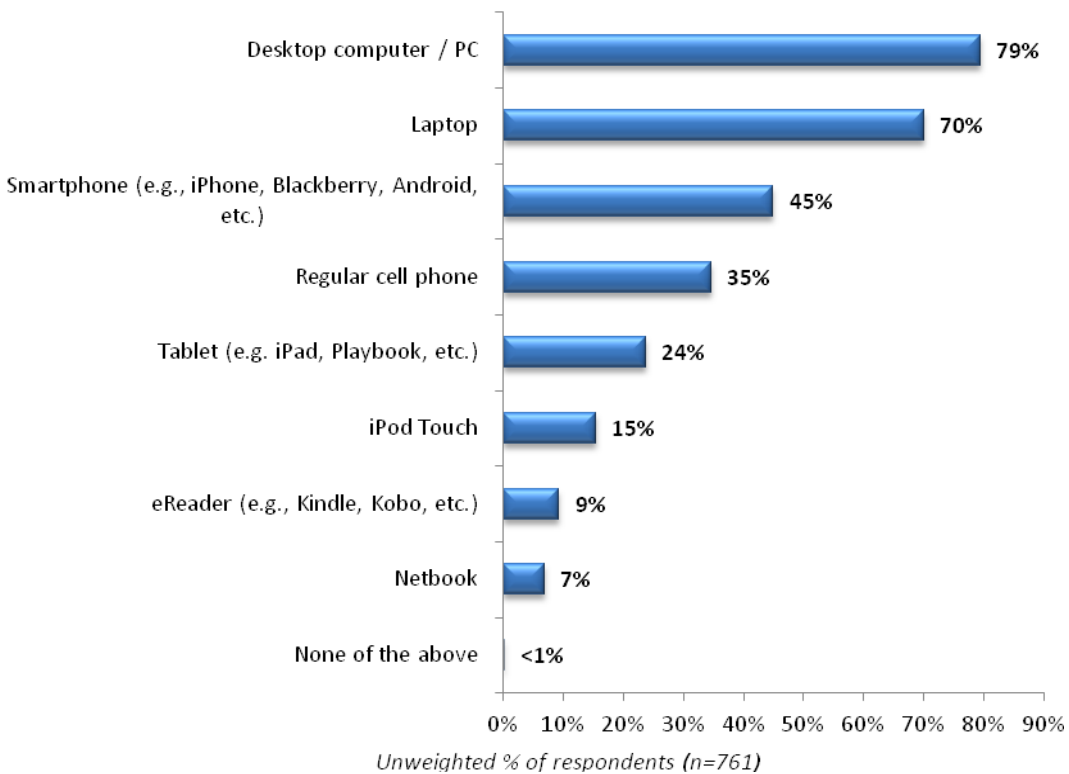


Figure A10 - Which of the following types of devices do you personally use? (q30)



Appendix B

Research Instruments

English Version: (French version to follow)

Health Canada

Canadian Health and Safety Ad Campaign

Questionnaire

Thank you for taking part in this survey! This research is being conducted on behalf of the Government of Canada and will be used to guide decisions related to an advertising campaign planned for 2012. The survey will take about 15 minutes of your time.

Your participation in this survey is strictly voluntary and your responses will remain anonymous. All information provided to Phase 5 will be treated confidentially and used only for research and statistical purposes. Be assured that your responses will not be reported in any way that can identify you.

If you would like to confirm the legitimacy of this study, you may contact the Marketing Research and Intelligence Association (MRIA) at 1-888-602-6742 ext 8728. The registration number for this study is XXXX-XXXX

Instructions:

1. You **MUST** provide an answer to every question in order to continue.
2. When answering the questions, please provide a response that holds most true for you.

Start

Note:

- *Programming instructions appear in **bold italics** and will not be seen by the respondent.*
- Respondent instructions appear in **bold**.
- *Denotes single response.*
- *Denotes multiple responses.*

SECTION A: SCREENING

First we would like to learn a little about you...

1. Are you...
 - Female
 - Male

2. What is your age?
- ☐ Younger than 18 → **thank and terminate**
 - ☐ 18 - 24
 - ☐ 25 - 34
 - ☐ 35 - 44
 - ☐ 45 - 54
 - ☐ 55-64
 - ☐ 65+
3. Are you the parent or guardian of a child (or children) under the age of 12?
- ☐ Yes
 - ☐ No → **thank and terminate**
4. Where do you currently reside?
- ☐ Alberta
 - ☐ British Columbia
 - ☐ Manitoba
 - ☐ New Brunswick
 - ☐ Newfoundland and Labrador
 - ☐ Northwest Territories
 - ☐ Nova Scotia
 - ☐ Nunavut
 - ☐ Ontario
 - ☐ Prince Edward Island
 - ☐ Québec
 - ☐ Saskatchewan
 - ☐ Yukon
 - ☐ Outside Canada → **thank and terminate**

Ensure National Representation

5. Do you, or does any member of your immediate family work for...

	Yes	No
The Government of Canada	☐	☐
Provincial or municipal ministry or department of health	☐	☐
A marketing research firm / marketing research department	☐	☐
A marketing department	☐	☐
An advertising or public relations firm	☐	☐
A magazine or newspaper	☐	☐
A radio or TV station	☐	☐

If yes to any of the above thank and terminate.

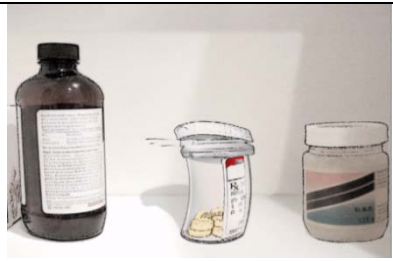
FOR Q2-Q5, TERMINATION MESSAGE SHOULD READ:

Thank you for your interest in participating in this survey. Unfortunately, we are looking for people with a different profile to complete the survey.

SECTION B: CONCEPTS

Each respondent will review 1 of the 3 concepts. The 3 concepts will be rotated across respondents to ensure 250 see each and to ensure a 70/30 split between English and French respondents for each concept.

- *Concept A (TV ad, Banner ad, message)*
- *Concept B (TV ad, Banner ad)*
- *Concept C (TV ad, Banner ad)*

CONCEPT A	CONCEPT B	CONCEPT C
TV AD: Did You Know?	TV AD: Signs	TV AD: Fan
		
Web Banner: Did You Know?	Web Banner: Signs	Web Banner: Fan
		

First, we would like your reaction to a 'concept' for a 30 second television ad. This concept is at the early stages of development - it has not been produced so it will not look like the final, polished TV ad.

On the next page you will hear a brief intro explaining the concept. On the following screen you will view the animated images. Please make sure you have your computer speakers turned on.

When you have finished viewing the ad concept, please answer the questions that follow.

Insert the TV ad for the concept. Respondents will be forced to view the whole ad before answering the questions (i.e. impossible to skip directly to the questions). As we want to test recall, we do not want respondents to be able to go back and play the ad while answering the questions that are directly related to it.

On the screen with the introduction, below the video player, include the following text: Please click on the 'forward arrow' button to view the TV ad concept.

Place the ad concept on the following screen.

Advertising Concept

TV ad will begin.

When answering the following questions, please keep in mind that the ad is under development and will look like a regular ad once it is produced.

6. Overall, what is your reaction to this television ad?

- ☐ I like it a lot
- ☐ I like it a bit
- ☐ Neither like it nor dislike it
- ☐ I dislike it a bit
- ☐ I dislike it a lot

7. What are the key messages? What is this ad telling you?

8. What are the main things, if any, you liked about the TV ad you just saw?

9. What are the main things, if any, you **did not like** about the TV ad you just saw?

10. Please indicate your level of agreement with the following statements about the TV ad:

Randomize order of statements.	Strongly disagree 1	2	3	4	Strongly agree 5
The ad catches my attention.	☐	☐	☐	☐	☐
The ad is appealing.	☐	☐	☐	☐	☐
This ad is relevant to me.	☐	☐	☐	☐	☐
This ad is clear and easy to understand.	☐	☐	☐	☐	☐
The ad communicates the message in an interesting way.	☐	☐	☐	☐	☐
The ad is memorable.	☐	☐	☐	☐	☐
As a result of seeing this ad, I am aware that you can get recall and safety alert information on-line at healthycanadians.gc.ca	☐	☐	☐	☐	☐
As a result of seeing this ad, I am more likely to use healthycanadians.gc.ca as my <u>primary source</u> to learn about product recalls and safety alerts	☐	☐	☐	☐	☐
As a result of seeing this ad, I am more likely to use healthycanadians.gc.ca to get more information when product recalls or safety alerts are announced.	☐	☐	☐	☐	☐
As a result of seeing this ad, I am more likely to use healthycanadians.gc.ca to check recalls and safety alerts before I make a purchase (e.g. buy a car seat, children's toy, electronics etc).	☐	☐	☐	☐	☐
ALWAYS SHOW LAST: Overall, this ad is very effective.	☐	☐	☐	☐	☐

11. Please indicate your level of agreement with the following statements about the TV ad:

Randomize:	Strongly disagree 1	2	3	4	Strongly agree 5
As a result of seeing this TV ad I am...					
...more likely to visit the healthycanadians.gc.ca website.	☐	☐	☐	☐	☐
...more likely to tell a friend or family member about healthycanadians.gc.ca .	☐	☐	☐	☐	☐
... more likely to use the new tool to keep up to date on recalls and safety alerts for food, vehicle, health and consumer product recalls and safety alerts.	☐	☐	☐	☐	☐

12. What, if anything, would you do to improve the TV ad you just saw?

13. Now please watch the ending to the ad again [*INSERT ENDING*].

On a scale of 1 – 5, please rate how effective this ending is in encouraging you to visit the healthycanadians.gc.ca website for recalls and safety alert information?

Not at all effective				Very effective
1	2	3	4	5
☐	☐	☐	☐	☐

Now we would like your reaction to a banner ad that will be an online component of the overall campaign. This type of ad is something you might see when browsing websites that you regularly visit. Please view the ad and when you are ready to proceed click the 'forward arrow' button.

Respondent sees banner ad related to the same concept

13. Overall, what is your reaction to this web banner ad?

- ☐ I like it a lot
- ☐ I like it a bit
- ☐ Neither like it nor dislike it
- ☐ I dislike it a bit
- ☐ I dislike it a lot

14. What are the main things, if any, you liked about the web banner ad you just saw?

15. What are the main things, if any, you did not like about the web banner ad you just saw?

16. Please indicate your level of agreement with the following statements about the web banner ad.

<i>Randomize order of statements.</i>	Strongly disagree 1	2	3	4	Strongly agree 5
The ad catches my attention.	☐	☐	☐	☐	☐
This ad is clear and easy to understand.	☐	☐	☐	☐	☐
The ad communicates the message in an interesting way.	☐	☐	☐	☐	☐
If I saw this ad on the Internet I would click on it for more information.	☐	☐	☐	☐	☐
As a result of seeing this ad, I am more likely to use healthycanadians.gc.ca to get more information on product recalls or safety alerts.	☐	☐	☐	☐	☐
As a result of seeing this ad, I am aware that you can get recall and safety alert information on-line at healthycanadians.gc.ca	☐	☐	☐	☐	☐
As a result of seeing this ad, I am more likely to visit the healthycanadians.gc.ca website.	☐	☐	☐	☐	☐
ALWAYS SHOW LAST: Overall, this ad is very effective.	☐	☐	☐	☐	☐

17. What, if anything, would you do to improve this web banner ad?

ASK Q18-20B ONLY TO RESPONDENTS THAT ASSESSED THE CONCEPT A 'DID YOU KNOW?' WEB BANNER. THOSE WHO ASSESSED CONCEPT B OR C WILL GO SKIP TO NEXT SECTION.

18. Below are two messages that could be used in this banner ad:

Did you know your child's toy may have been recalled?

Did you know that your child's toy may have been recalled because it is unsafe?

19. Please rank the messages in order of your preference, where 1 is your most preferred message and 2 is your least preferred.

RANK

20. A. Overall, how appealing do you find your preferred message <INSERT FIRST CHOICE FROM PREVIOUS QUESTION>?

Not at all appealing 1	2	3	4	Very appealing 5
☐	☐	☐	☐	☐

B. Below is a list of words that could be used to describe this message. Please select the three (3) that you feel best describe the message.

Informative
Interesting
Catchy
Appropriate
Confusing
Unique
Alarming
Empowering
Inappropriate
Boring
Appealing
Memorable
Forgettable
Wordy
Concise

SECTION D: ICONS

Below are some examples of icons that could be used to depict recalls and safety alerts for consumer products, such as children's products, car seats, electronics, household chemicals etc.. These icons may be found on the website and mobile application and may be used at the end of the TV and web banner ads.

21. Which one of the following four (4) icons most accurately depicts the category of "Consumer Products"?

SHOW BUTTON STYLE ICONS

			
☐	☐	☐	☐

22. **SHOW ON SAME SCREEN AS PREVIOUS QUESTION:** Why do you feel this icon most accurately depicts the "Consumer products" category?

23. Below is an image of how these icons would look on the website and mobile application.
PROGRAMMER NOTE: SYMBOLS ARE AT 22X22PX, 72 DPI RESOLUTION.



Seeing the icons at this size, do you still feel that the **<INSERT ICON SELECTED AT Q21>** is the most effective for representing “Consumer Products”?

- ☐ Yes
☐ No
☐ Don’t know / not sure
24. **IF NO OR DON’T’ KNOW IN PREVIOUS QUESTION:** Which icon do you feel is most effective in representing the “Consumer Products” category?

SHOW SMALL VERSIONS (AS SHOWN IN Q23, i.e. NOT BUTTON STYLE) OF THE 3 BUTTON ICONS THAT WERE NOT SELECTED AT Q21. RESPONDENT WILL SELECT ONE ONLY.

25. Food Products is a category which contains items such as packaged foods, fresh produce, fresh and frozen foods etc.. Which one of the following four (4) icons most accurately depicts the category of “Food Products”?

SHOW ICONS



26. **SHOW ON SAME SCREEN AS PREVIOUS QUESTION:** Why do you feel that this icon most accurately depicts the “Food Products” category?

27. Seeing the icons at this size, do you still feel that the **<INSERT ICON SELECTED AT Q25>** is the most effective for representing “Food Products”?



- ☐ Yes
☐ No
☐ Don’t know / not sure

28. **IF NO OR DK IN PREVIOUS QUESTION:** Which icon do you feel is most effective in representing the “Food Products” category?

SHOW SMALL VERSIONS (AS SHOWN IN Q27, i.e. NOT BUTTON STYLE) OF THE 3 BUTTON ICONS THAT WERE NOT SELECTED AT Q25. RESPONDENT WILL SELECT ONE ONLY.

SECTION E: PROFILING

The last set of questions will be used for analysis purposes only. Please be assured that all your responses will remain confidential.

29. In the past week, have you used any of the following social media? **Check all that apply.**
- ☐ Facebook
 - ☐ Twitter
 - ☐ YouTube
 - ☐ Other – specify: _____
 - ☐ None of the above
30. Which of the following types of devices do you personally use? **Check all that apply.**
- ☐ Desktop computer / PC
 - ☐ Laptop
 - ☐ Netbook
 - ☐ Tablet (e.g. iPad, Playbook, etc.)
 - ☐ Smartphone (e.g., iPhone, Blackberry, Android, etc.)
 - ☐ Regular cell phone
 - ☐ eReader (e.g., Kindle, Kobo, etc.)
 - ☐ iPod Touch
 - ☐ None of the above
31. How many children in the following age groups are living in your household?
- 0-2 years old _____
- 3 to 4 years old _____
- 5 to 8 years old _____
- 9 to 12 years old _____
32. Does anyone in your household suffer from food-related allergies or dietary restrictions resulting from a medical condition? **Check all that apply.**
- ☐ Yes – a child under age 12
 - ☐ Yes – a child age 12-18
 - ☐ Yes – an adult over the age of 18
 - ☐ No

33. Which of the following diplomas or degrees have you completed? **Check one response only.**

- ☐ High school diploma or less
- ☐ Registered Apprenticeship or other trade certification or diploma
- ☐ College, CEGEP or other non-university certificate or diploma
- ☐ University degree, certificate or diploma
- ☐ Post graduate degree (e.g., MA, PhD, MD, LLB)

34. And what was your total household income in 2011 before taxes?

- ☐ Under \$40,000
- ☐ \$40,000 to \$59,999
- ☐ \$60,000 to \$79,999
- ☐ \$80,000 to \$100,000
- ☐ More than \$100,000
- ☐ Prefer not to answer

Thank you very much for your time and comments.

Nous vous remercions de participer au présent sondage! L'étude est réalisée pour le compte du gouvernement du Canada et servira à orienter les décisions relativement à une campagne publicitaire prévue pour 2012. Le sondage dure environ 15 minutes.

Votre participation est entièrement volontaire et vos réponses demeureront anonymes. Tous les renseignements fournis à Phase 5 seront traités confidentiellement et serviront uniquement à des fins de recherche et de statistiques. Nous tenons à souligner que votre nom ne sera d'aucune façon associé à vos réponses.

Si vous souhaitez confirmer la légitimité du sondage, vous pouvez contacter l'Association de la Recherche et de l'Intelligence Marketing (ARIM), au 1 888 602-6742, poste 8728. Le numéro d'enregistrement du sondage est XXXX-XXXX

Instructions :

1. Vous DEVEZ répondre à chaque question pour poursuivre le sondage.
2. Veuillez fournir les réponses qui vous semblent les plus véridiques.

Débuter

Note:

- *Programming instructions appear in **bold italics** and will not be seen by the respondent.*
- Respondent instructions appear in **bold**.
- *Denotes single response.*
- *Denotes multiple responses.*

SECTION A: SCREENING

Nous aimerions tout d'abord obtenir quelques renseignements à votre sujet.

1. Êtes-vous...?
 - une femme
 - un homme
2. Quel âge avez-vous?
 - Moins de 18 ans → **thank and terminate**
 - 18 - 24 ans
 - 25 - 34 ans
 - 35 - 44 ans
 - 45 - 54 ans
 - 55-64 ans
 - 65 ans ou plus

3. Êtes-vous le parent ou le tuteur d'un enfant (ou d'enfants) de moins de 12 ans?

- ☐ Oui
☐ Non → **thank and terminate**

4. Où résidez-vous actuellement?

- ☐ Alberta
☐ Colombie-Britannique
☐ Manitoba
☐ Nouveau-Brunswick
☐ Terre-Neuve-et-Labrador
☐ Territoires du Nord-Ouest
☐ Nouvelle-Écosse
☐ Nunavut
☐ Ontario
☐ Île-du-Prince-Édouard
☐ Québec
☐ Saskatchewan
☐ Yukon
☐ Extérieur du Canada → **thank and terminate**

Ensure National Representation

5. Est-ce que vous ou d'autres membres de votre famille immédiate travaillez pour...?

	Oui	Non
le gouvernement du Canada	☐	☐
un ministère de la santé provincial ou un service de santé municipal	☐	☐
une maison d'études de marché ou un service de recherche en marketing	☐	☐
un service de marketing	☐	☐
une agence de publicité ou de relations publiques	☐	☐
un magazine ou un journal	☐	☐
une station de radio ou de télévision	☐	☐

If yes to any of the above thank and terminate.

FOR Q2-Q5, TERMINATION MESSAGE SHOULD READ:

Merci pour votre intérêt à participer à ce sondage. Malheureusement, nous recherchons des personnes avec un profil différent pour compléter le sondage.

SECTION B: CONCEPTS

Each respondent will review 1 of the 3 concepts. The 3 concepts will be rotated across respondents to ensure 250 see each and to ensure a 70/30 split between English and French respondents for each concept.

- *Concept A (TV ad, Banner ad, message)*
- *Concept B (TV ad, Banner ad, message)*
- *Concept C (TV ad, Banner ad, message)*

CONCEPT A	CONCEPT B	CONCEPT C
<i>Publicité télévisée : Comprimés</i>	<i>Publicité télévisée : Affiches</i>	<i>Publicité télévisée : Enthousiaste</i>
		
<i>Bannière web : Did You Know?</i>	<i>Bannière web : Affiches</i>	<i>Bannière web : Enthousiaste</i>
		

Tout d'abord, nous aimerions obtenir vos réactions à un « concept » de publicité télévisée de 30 secondes. Le concept en est au premier stade de développement. La production n'est pas encore terminée. Vous ne verrez donc pas la version définitive et soignée de la publicité.

Sur la page qui suit, vous entendrez une brève introduction du concept. Sur l'écran après ça vous verrez l'animation. Veuillez vous assurer que vous avez allumé vos haut-parleurs d'ordinateur.

Une fois le visionnement du concept publicitaire terminé, vous serez invité à répondre à quelques questions.

Insert the TV ad for the concept. Respondents will be forced to view the whole ad before answering the questions (i.e. impossible to skip directly to the questions). As we want to test recall, we do not want respondents to be able to go back and play the ad while answering the questions that are directly related to it.

On the screen with the introduction, below the video player, include the following text:

Veuillez cliquer sur la flèche suivante pour voir le concept publicitaire.

Place the ad concept on the next screen.

Concept publicitaire

La publicité télévisée débutera.

En répondant aux prochaines questions, veuillez tenir compte du fait que les concepts en sont au stade du développement et qu'ils ressembleront à une publicité réelle uniquement une fois la production terminée.

6. De façon générale, quelle est votre réaction à cette publicité télévisée?

- ☐ Elle me plaît beaucoup.
- ☐ Elle me plaît un peu.
- ☐ Elle me laisse indifférent.
- ☐ Elle me déplaît un peu.
- ☐ Elle me déplaît beaucoup.

7. Quels sont les principaux messages véhiculés? Que vous dit cette publicité?

8. Quels sont les principaux éléments que vous avez aimés, si vous avez aimé quelque chose, de la publicité télévisée que vous venez de voir?

9. Quels sont les principaux éléments que vous n'avez pas aimés, si vous avez détesté quelque chose, de la publicité télévisée que vous venez de voir?

10. Veuillez indiquer votre degré d'accord avec chacun des énoncés qui suivent au sujet de la publicité télévisée.

Randomize order of statements.	Pas du tout d'accord 1	2	3	4	Tout à fait d'accord 5
Cette publicité capte mon attention.	☐	☐	☐	☐	☐
Cette publicité est attrayante.	☐	☐	☐	☐	☐
Cette publicité s'adresse à moi.	☐	☐	☐	☐	☐
Cette publicité est claire et facile à comprendre.	☐	☐	☐	☐	☐
Cette publicité véhicule le message d'une façon intéressante.	☐	☐	☐	☐	☐
Cette publicité est marquante.	☐	☐	☐	☐	☐
Après avoir vu cette publicité, je sais qu'il est possible d'obtenir de l'information en ligne sur les rappels et les avis de sécurité à canadiensensante.gc.ca .	☐	☐	☐	☐	☐
Après avoir vu cette publicité, je suis plus enclin à faire de canadiensensante.gc.ca ma <u>principale source</u> d'information sur les rappels et les avis de sécurité sur les produits.	☐	☐	☐	☐	☐
Après avoir vu cette publicité, je suis plus enclin à consulter canadiensensante.gc.ca pour obtenir de l'information supplémentaire lorsque des rappels et des avis de sécurité sur les produits sont annoncés.	☐	☐	☐	☐	☐
Après avoir vu cette publicité, je suis plus enclin à utiliser canadiensensante.gc.ca pour vérifier les rappels et les avis de sécurité avant de faire un achat (p. ex., siège d'auto, jouet, appareil électronique, etc.).	☐	☐	☐	☐	☐
ALWAYS SHOW LAST: De façon générale, cette publicité est très efficace.	☐	☐	☐	☐	☐

11. Veuillez indiquer votre degré d'accord avec chacun des énoncés qui suivent au sujet de la publicité télévisée.

Randomize:	Pas du tout d'accord 1	2	3	4	Tout à fait d'accord 5
Après avoir vu cette publicité télévisée, je suis...					
...plus enclin à visiter le site canadiensensante.gc.ca .	☐	☐	☐	☐	☐
...plus enclin à parler de canadiensensante.gc.ca à un ami ou un membre de la famille.	☐	☐	☐	☐	☐
... plus enclin à utiliser le nouvel outil pour me tenir au fait des rappels et des avis de sécurité sur les aliments, les véhicules, les produits de	☐	☐	☐	☐	☐

santé et les produits de consommation.					
--	--	--	--	--	--

12. Que feriez-vous, si quelque chose, pour améliorer la publicité télévisée que vous venez de voir?

13. Regardez encore une fois la fin de la publicité. **[INSERT ENDING]**.

Sur une échelle de 1 à 5, veuillez évaluer l'efficacité de cette conclusion pour vous encourager à visiter le site canadiensensante.gc.ca pour trouver de l'information sur les rappels et les avis de sécurité sur les aliments.

Pas du tout efficace				Très efficace
1	2	3	4	5
☐	☐	☐	☐	☐

Nous aimerions maintenant obtenir vos réactions à une bannière publicitaire internet qui sera une composante de la campagne. Vous pourriez voir ce type de publicité sur les sites que vous visitez régulièrement. Regardez la publicité et lorsque vous aurez terminé, cliquez sur la flèche suivante.

Respondent sees banner ad related to the same concept

13. De façon générale, quelle est votre réaction à cette bannière publicitaire internet?

- ☐ Elle me plaît beaucoup.
- ☐ Elle me plaît un peu.
- ☐ Elle me laisse indifférent.
- ☐ Elle me déplaît un peu.
- ☐ Elle me déplaît beaucoup.

14. Quels sont les principaux éléments que vous avez aimés, si vous avez aimé quelque chose, de la bannière publicitaire internet que vous venez de voir?

15. Quels sont les principaux éléments que vous n'avez pas aimés, si vous avez détesté quelque chose, de la bannière publicitaire internet que vous venez de voir?

16. Veuillez indiquer votre degré d'accord avec chacun des énoncés qui suivent au sujet de la bannière publicitaire internet.

<i>Randomize order of statements.</i>	Pas du tout d'accord 1	2	3	4	Tout à fait d'accord 5
Cette publicité capte mon attention.	☐	☐	☐	☐	☐
Cette publicité est claire et facile à comprendre.	☐	☐	☐	☐	☐
Cette publicité véhicule le message d'une façon intéressante.	☐	☐	☐	☐	☐
Si je voyais cette publicité sur Internet, je cliquerais sur le lien pour obtenir plus d'information.	☐	☐	☐	☐	☐
Après avoir vu cette publicité, je suis plus enclin à consulter canadiensensante.gc.ca pour obtenir de l'information supplémentaire sur les rappels et les avis de sécurité sur les produits.	☐	☐	☐	☐	☐
Après avoir vu cette publicité, je sais qu'il est possible d'obtenir de l'information en ligne sur les rappels et les avis de sécurité à canadiensensante.gc.ca.	☐	☐	☐	☐	☐
Après avoir vu cette publicité, je suis plus enclin à visiter le site canadiensensante.gc.ca.	☐	☐	☐	☐	☐
ALWAYS SHOW LAST: De façon générale, cette publicité est très efficace.	☐	☐	☐	☐	☐

17. Que feriez-vous, si quelque chose, pour améliorer cette bannière publicitaire internet?

ASK Q18-20B ONLY TO RESPONDENTS THAT ASSESSED THE CONCEPT A 'DID YOU KNOW?' WEB BANNER. THOSE WHO ASSESSED CONCEPT B OR C WILL GO SKIP TO NEXT SECTION.

18. Voici deux messages qu'on pourrait utiliser pour cette bannière publicitaire :
 Saviez-vous que des jouets de votre enfant pourraient avoir été rappelés?
 Saviez-vous que des jouets de votre enfant pourraient avoir été rappelés parce qu'ils ne sont pas sécuritaires?
19. Veuillez classer les messages en ordre de préférence, « 1 » étant celui que vous préférez et « 2 », celui que vous aimez le moins.

RANK

20. A. De façon générale, dans quelle mesure trouvez-vous attrayant le message que vous préférez
<INSERT FIRST CHOICE FROM PREVIOUS QUESTION>?

Pas du tout attrayant 1	2	3	4	Très attrayant 5
☐	☐	☐	☐	☐

- B. Voici une liste de mots pouvant être utilisés pour décrire le message. Choisissez les trois (3) mots qui à votre avis le décrivent le mieux.

Informatif
Intéressant
Accrocheur
Approprié
Déroutant
Unique
Alarmant
Habilitant
Inapproprié
Ennuyeux
Attrayant
Marquant
Insignifiant
Verbeux
Concis

SECTION D: ICONS

Nous vous présentons ci-dessous quelques-uns des pictogrammes qui pourraient servir à illustrer les rappels et les avis de sécurité sur les produits de consommation, comme les produits pour enfants, les sièges d'auto, les appareils électroniques, les produits chimiques pour la maison, etc. Ces pictogrammes pourraient se retrouver sur le site et sur l'application mobile. Ils pourraient être présentés à la fin de la publicité télévisée et de la bannière publicitaire internet.

21. Lequel de ces quatre (4) pictogrammes illustre le mieux la catégorie des « produits de consommation »?

SHOW BUTTON STYLE ICONS

			
☐	☐	☐	☐

22. SHOW ON SAME SCREEN AS PREVIOUS QUESTION: Pourquoi dites-vous que ce pictogramme est celui qui représente le mieux la catégorie des « produits de consommation »?

23. Voici à quoi ressembleraient ces pictogrammes sur le site Web et sur l'application mobile.
PROGRAMMER NOTE: SYMBOLS ARE AT 22X22PX, 72 DPI RESOLUTION.



En voyant les pictogrammes de cette dimension, croyez-vous toujours que le **<INSERT ICON SELECTED AT Q21>** représente le mieux les « produits de consommation »?

- ☐ Oui
- ☐ Non
- ☐ Je ne sais pas / Je suis incertain

24. **IF NO OR DON'T KNOW IN PREVIOUS QUESTION:** Selon vous, lequel de ces pictogrammes représente le mieux la catégorie des « produits de consommation »?

SHOW SMALL VERSIONS (AS SHOWN IN Q23, i.e. NOT BUTTON STYLE) OF THE 3 BUTTON ICONS THAT WERE NOT SELECTED AT Q21. RESPONDENT WILL SELECT ONE ONLY.

25. La catégorie des produits alimentaires incluent les aliments emballés, les fruits et légumes frais, les aliments frais et surgelés, etc. Lequel de ces quatre (4) pictogrammes représente le mieux la catégorie des « produits alimentaires »?

SHOW BUTTON STYLE ICONS



26. Pourquoi dites-vous que ce pictogramme représente le mieux la catégorie des « produits alimentaires »?

27. En voyant les pictogrammes de cette dimension, croyez-vous toujours que le **<INSERT ICON SELECTED AT Q25>** est celui qui représente le mieux les « produits alimentaires »?



- ☐ Oui
☐ Non
☐ Je ne sais pas / Je suis incertain

28. **IF NO OR DON'T KNOW IN PREVIOUS QUESTION:** Selon vous, lequel de ces pictogrammes représente le mieux la catégorie des « produits alimentaires »?

SHOW SMALL VERSIONS (AS SHOWN IN Q27, i.e. NOT BUTTON STYLE) OF THE 3 BUTTON ICONS THAT WERE NOT SELECTED AT Q25. RESPONDENT WILL SELECT ONE ONLY.

SECTION E: PROFILING

Les prochaines questions serviront uniquement à des fins d'analyse. Nous tenons à souligner que toutes vos réponses demeureront confidentielles.

29. Au cours de la dernière semaine, avez-vous utilisé l'un ou l'autre de ces médias sociaux? **Cochez tout ce qui s'applique.**

- ☐ Facebook
☐ Twitter
☐ YouTube
☐ Autre – précisez : _____
☐ Aucune de ces réponses

30. Parmi les types d'appareils qui suivent, lesquels utilisez-vous personnellement? **Cochez tout ce qui s'applique.**

- ☐ Ordinateur de bureau ou ordinateur personnel
☐ Portable
☐ Netbook
☐ Tablette (iPad, Playbook, etc.)
☐ Téléphone intelligent (iPhone, Blackberry, Android, etc.)
☐ Téléphone cellulaire ordinaire
☐ Tablette de lecture (Kindle, Kobo, etc.)
☐ iPod Touch
☐ Aucune de ces réponses

31. Combien d'enfants de chacun de ces groupes d'âges habitent chez vous?

____ 0-2 ans
 ____ 3-4 ans
 ____ 5-8 ans
 ____ 9-12 ans

32. Est-ce que certains membres de votre ménage souffrent d'allergies alimentaires ou ont des restrictions alimentaires causées par un trouble médical? **Cochez tout ce qui s'applique.**
- ☐ Oui – un enfant de moins de 12 ans
 - ☐ Oui – un enfant âgé entre 12 et 18 ans
 - ☐ Oui – un adulte de plus de 18 ans
 - ☐ Non
33. Lequel de ces diplômes ou niveaux d'études possédez-vous? **Cochez une seule réponse.**
- ☐ Diplôme d'études collégiales ou moins
 - ☐ Apprentissage enregistré ou autre certificat ou diplôme de compétence
 - ☐ Diplôme d'études collégiales, CÉGEP ou autre diplôme ou certificat non universitaire
 - ☐ Diplôme ou certificat d'études universitaires
 - ☐ Diplôme d'études supérieures (maîtrise, doctorat, M.D., L.L.B.)
34. Quel était le revenu total de votre ménage avant impôts en 2011?
- ☐ Moins de 40 000 \$
 - ☐ 40 000 \$ - 59 999 \$
 - ☐ 60 000 \$ - 79 999 \$
 - ☐ 80 000 \$ - 100 000 \$
 - ☐ Plus de 100 000 \$
 - ☐ Je préfère ne pas répondre.

Merci infiniment de votre temps et de vos commentaires.