

ANNUAL REPORT ON  
GOVERNMENT OF CANADA  
**ADVERTISING  
ACTIVITIES**  
2020 to 2021



Government  
of Canada    Gouvernement  
du Canada

Canada

## **2020 to 2021 Annual Report on Government of Canada Advertising Activities**

This report has been compiled to inform Canadians about the advertising activities undertaken by the Government of Canada during fiscal year 2020 to 2021. All amounts exclude taxes.

*Aussi disponible en français sous le titre: [Rapport annuel sur les activités de publicité du gouvernement du Canada 2020 à 2021](#).*

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## INTRODUCTION

In fiscal year 2020 to 2021 (April 1, 2020 to March 31, 2021), Government of Canada (GC) advertising expenditures totalled \$128.95 million. COVID-19 pandemic advertising was used to inform Canadians about government programs, services and safeguards being put in place.

Of the total amount spent on advertising, media expenditures through the Agency of Record (AOR) amounted to \$106.97 million. A variety of media were used, including both traditional and digital media. Traditional media expenditures surpassed those in digital media, totalling \$55.99 million, representing 52% of the total media expenditures. Digital media expenditures were \$50.97 million, representing 48% of the total media expenditures.

In traditional media, television received the largest share of the total media expenditures (54%), followed by radio (21%), print (17%) and out-of-home (9%). In digital media, display programmatic received the largest share of the total media expenditures (41%), followed by social media (39%), search engine marketing (12%) and display non-programmatic (8%).

Advertising associated with the COVID-19 pandemic, which had started in the previous fiscal year, continued with various campaigns taking place throughout the fiscal year as the situation evolved. By the end of the fiscal year, \$72.81 million was spent on media placement through the AOR, making up the majority of the total media expenditures for the entire fiscal year (68%). Most of these media expenditures, \$45.39 million (62%), were allocated to traditional media. Digital media received \$27.41 million (38%).

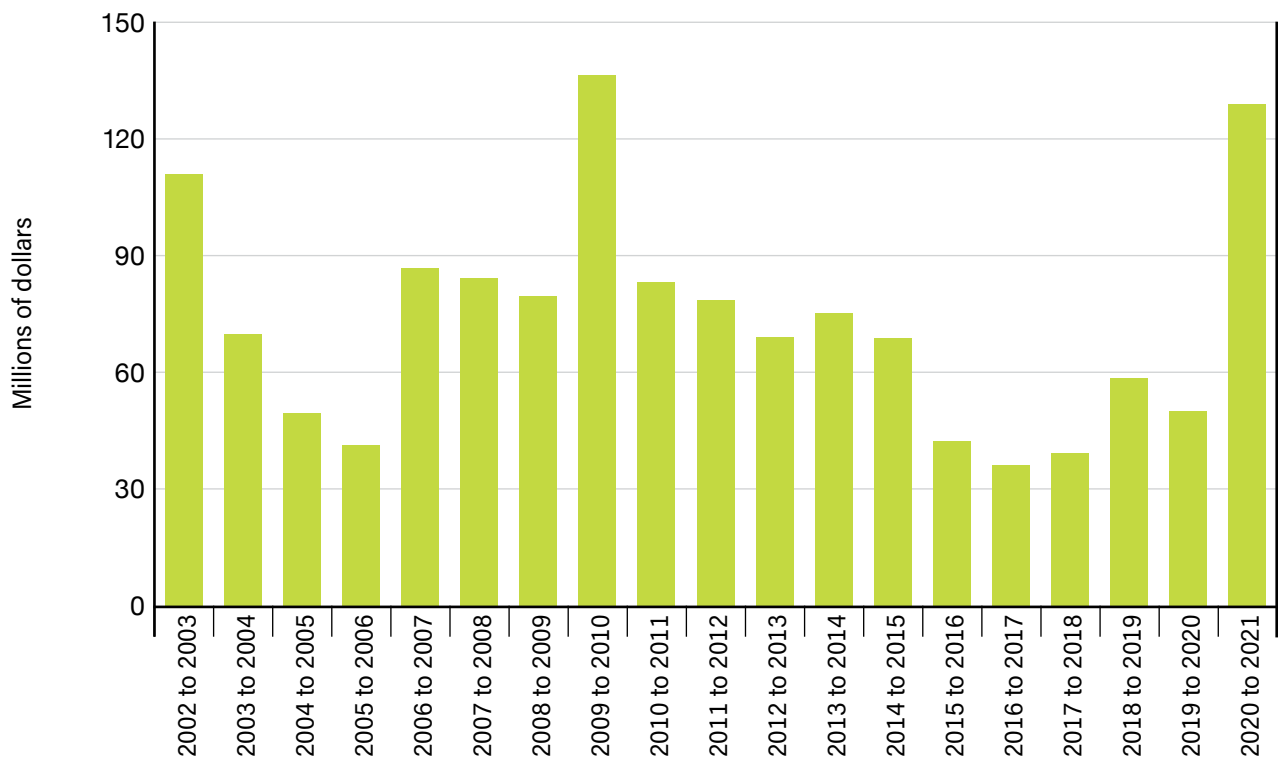
In order to ensure that GC advertising activities are effective and efficient in reaching audiences in both official languages, guidance to institutions was refined and updated to address today's media environment. This work was undertaken to ensure better compliance with the obligations set out in the *Official Languages Act*, Part IV, Section 30, under which the majority of GC advertising activities are undertaken.

# OVERVIEW OF GOVERNMENT OF CANADA ADVERTISING EXPENDITURES

This section provides information on advertising expenditures reported by Government of Canada (GC) institutions. Amounts include all expenditures, which encompasses media planning, media placement with and without the Agency of Record (AOR), as well as creative production. Eleven different creative agencies provided production services to GC institutions in fiscal year 2020 to 2021.

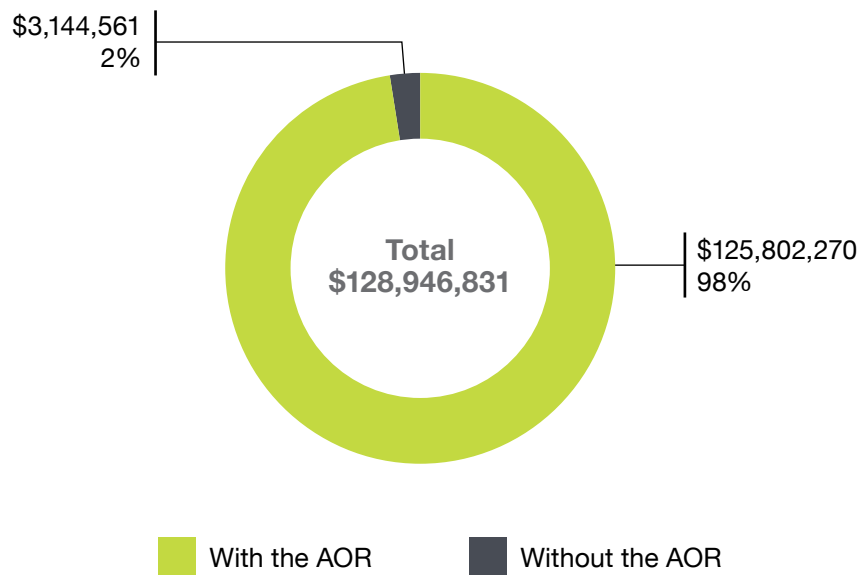
Figure 1 provides a complete overview of advertising expenditures since the GC began producing an annual report on government advertising in 2002 to 2003. This information is provided on an exceptional basis to present a global perspective, given the exceptional events of fiscal year 2020 to 2021. For more information on the expenditures reported in the previous fiscal years, consult the corresponding [annual reports](#).

**FIGURE 1: ADVERTISING EXPENDITURES SINCE 2002 TO 2003**



| <b>Fiscal year</b> | <b>Expenditures<br/>(millions of dollars)</b> |
|--------------------|---|
| 2002 to 2003       | 111.0   |
| 2003 to 2004       | 69.8  |
| 2004 to 2005       | 49.5  |
| 2005 to 2006       | 41.3  |
| 2006 to 2007       | 86.9  |
| 2007 to 2008       | 84.1  |
| 2008 to 2009       | 79.5  |
| 2009 to 2010       | 136.3   |
| 2010 to 2011       | 83.3  |
| 2011 to 2012       | 78.5  |
| 2012 to 2013       | 69.0  |
| 2013 to 2014       | 75.2  |
| 2014 to 2015       | 68.7  |
| 2015 to 2016       | 42.2  |
| 2016 to 2017       | 36.1  |
| 2017 to 2018       | 39.2  |
| 2018 to 2019       | 58.6  |
| 2019 to 2020       | 50.1  |
| 2020 to 2021       | 128.9   |

**FIGURE 2: ADVERTISING EXPENDITURES WITH AND WITHOUT THE AGENCY OF RECORD IN 2020 TO 2021**



| Type of advertising | Expenditures         | Distribution |
|---------------------|----------------------|--------------|
| With the AOR        | \$125,802,270        | 98%          |
| Without the AOR     | \$3,144,561          | 2%           |
| <b>Total</b>        | <b>\$128,946,831</b> | <b>100%</b>  |

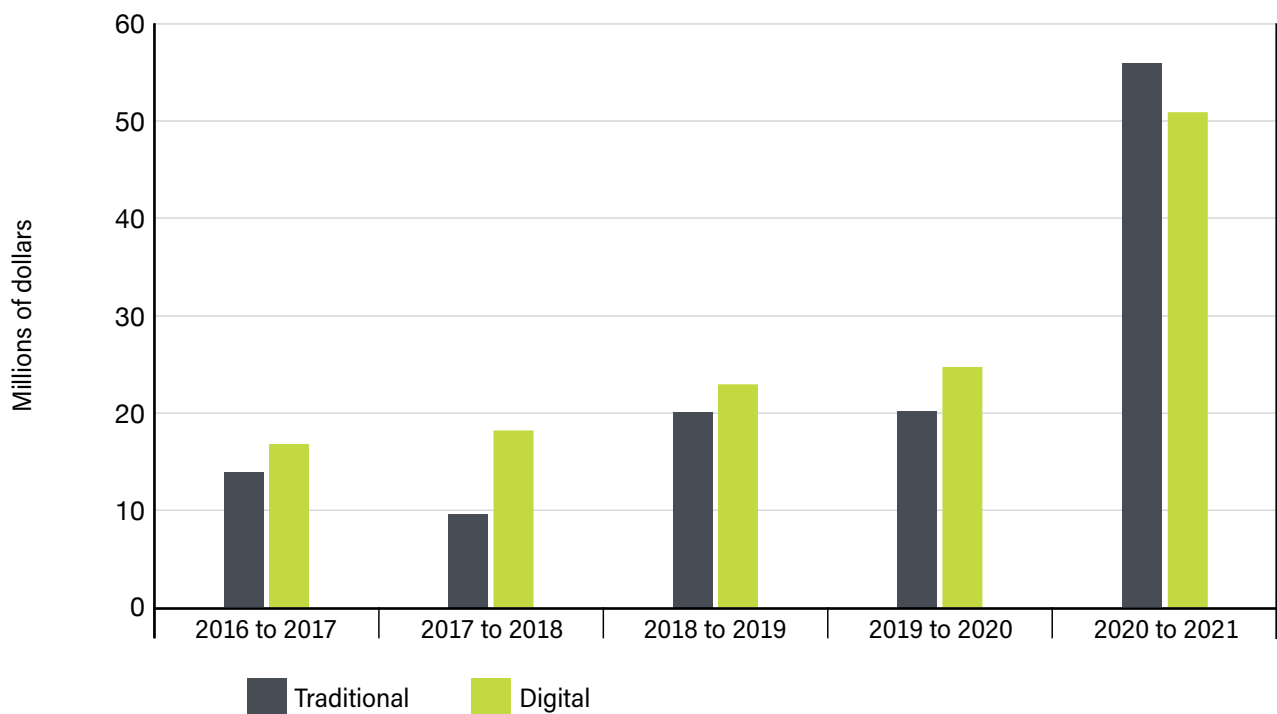
# GOVERNMENT OF CANADA MEDIA EXPENDITURES WITH THE AGENCY OF RECORD

This section provides information on media expenditures for all media placement made through the Agency of Record (AOR) on behalf of Government of Canada (GC) institutions. Amounts are net media costs paid to suppliers for the purchase of advertising space and time. Fees paid to the AOR to perform the media placement, as well as media planning and creative production costs are excluded. The majority of the GC media placement was made through the AOR (98%). More information on media expenditures for media placement made directly with media suppliers by GC institutions is provided in [table 10](#).

Note: Values are rounded to the nearest whole number. The sum of values may not add up exactly to the totals indicated due to rounding.

## Total media expenditures

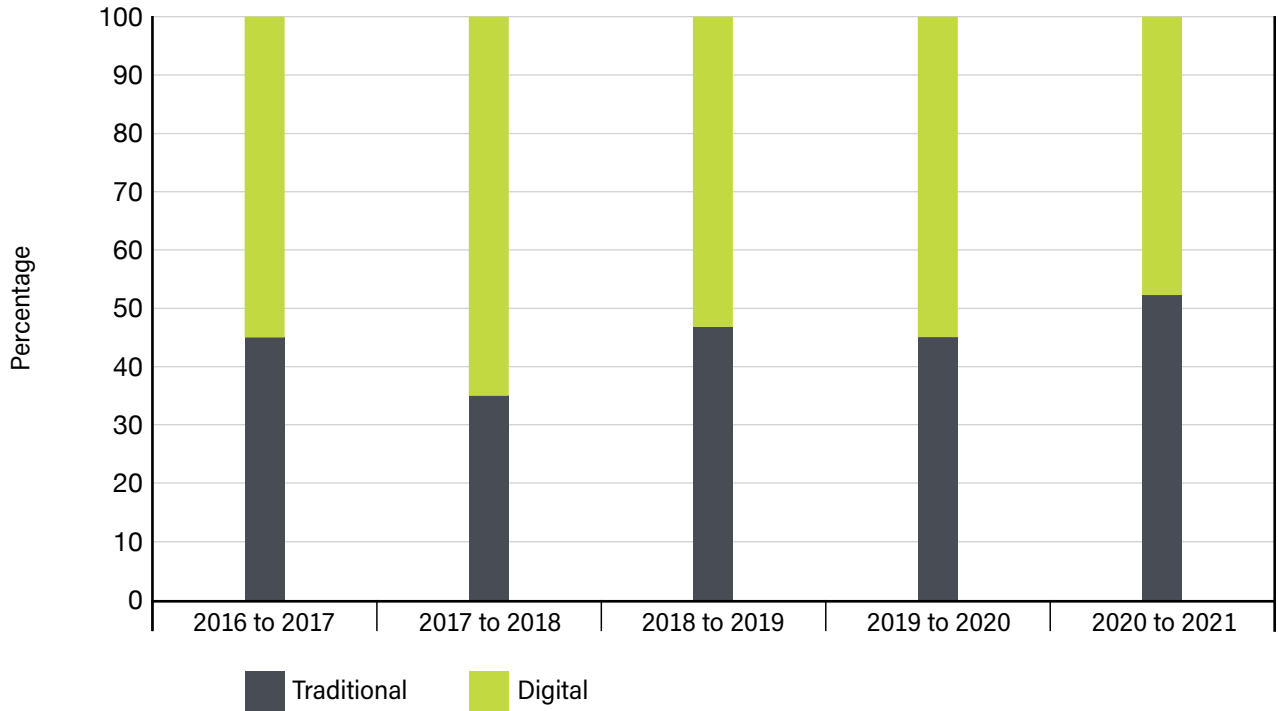
**FIGURE 3: MEDIA EXPENDITURES OVER 5 YEARS**



| Media        | 2016 to 2017        | 2017 to 2018        | 2018 to 2019        | 2019 to 2020        | 2020 to 2021         |
|--------------|---------------------|---------------------|---------------------|---------------------|----------------------|
| Traditional  | \$13,863,024        | \$9,610,188         | \$20,115,347        | \$20,147,394        | \$55,994,827         |
| Digital      | \$16,769,519        | \$18,153,526        | \$22,927,081        | \$24,711,751        | \$50,972,886         |
| <b>Total</b> | <b>\$30,632,543</b> | <b>\$27,763,715</b> | <b>\$43,042,428</b> | <b>\$44,859,145</b> | <b>\$106,967,712</b> |

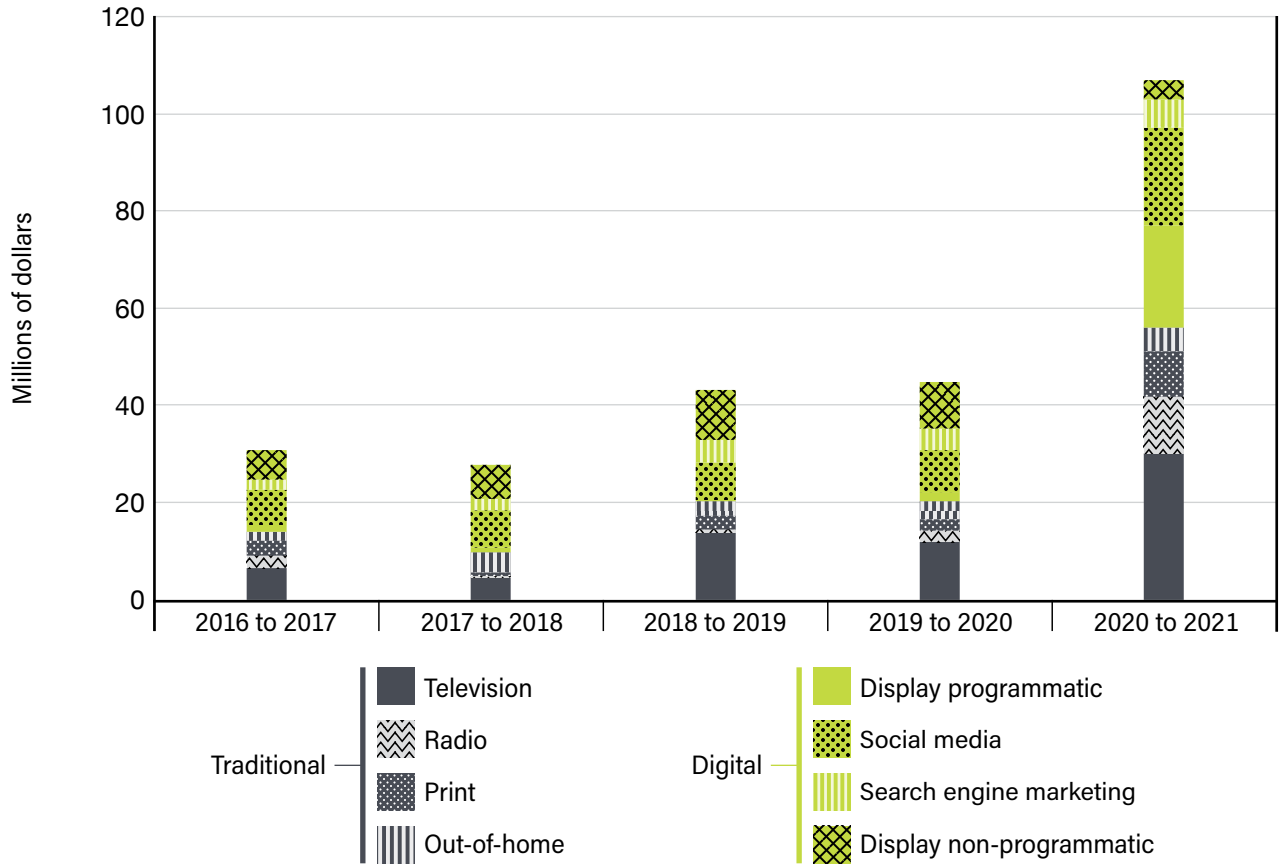


**FIGURE 4: DISTRIBUTION OF MEDIA EXPENDITURES OVER 5 YEARS**



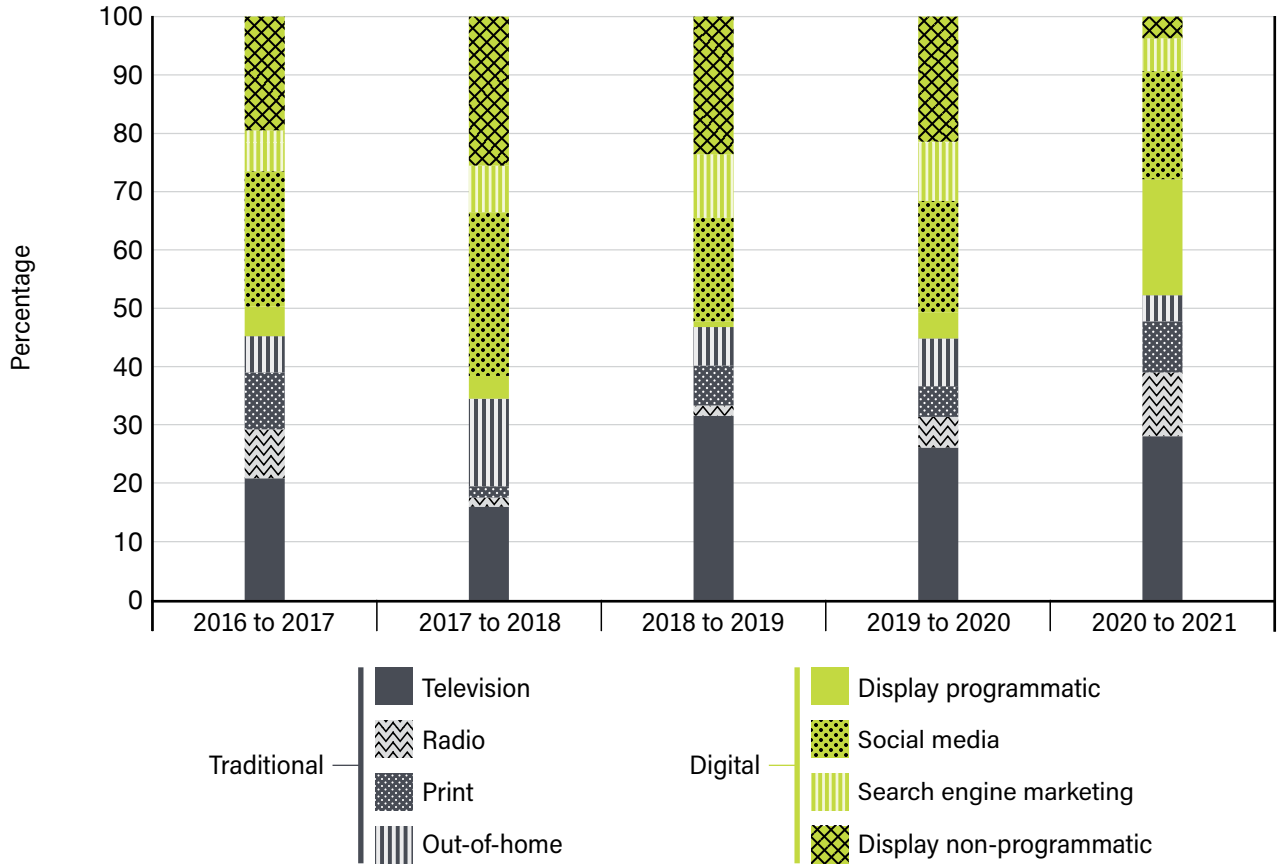
| Media        | 2016 to 2017 | 2017 to 2018 | 2018 to 2019 | 2019 to 2020 | 2020 to 2021 |
|--------------|--------------|--------------|--------------|--------------|--------------|
| Traditional  | 45%          | 35%          | 47%          | 45%          | 52%          |
| Digital      | 55%          | 65%          | 53%          | 55%          | 48%          |
| <b>Total</b> | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  |

**FIGURE 5: MEDIA EXPENDITURES BY MEDIA TYPE OVER 5 YEARS**



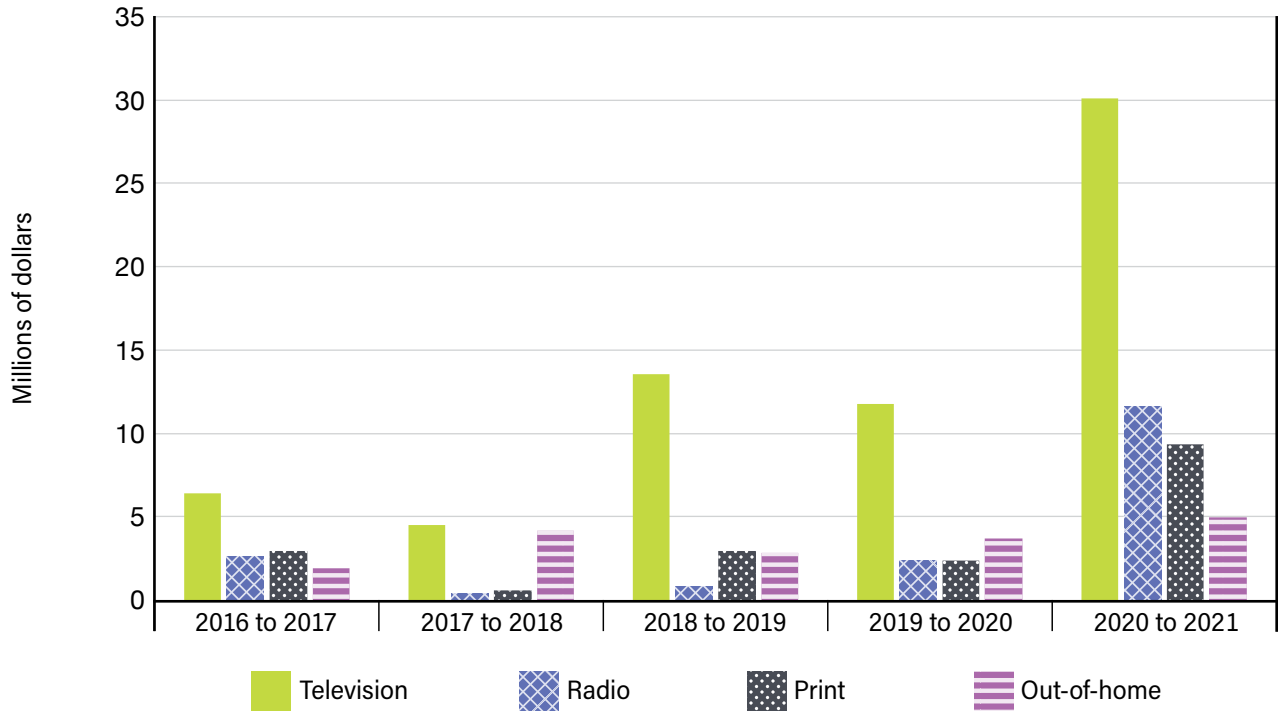
| Media                    | 2016 to 2017        | 2017 to 2018        | 2018 to 2019        | 2019 to 2020        | 2020 to 2021         |
|--------------------------|---------------------|---------------------|---------------------|---------------------|----------------------|
| <b>Traditional</b>       |                     |                     |                     |                     |                      |
| Television               | \$6,377,972         | \$4,470,942         | \$13,575,701        | \$11,737,577        | \$30,125,369         |
| Radio                    | \$2,618,111         | \$391,916           | \$799,671           | \$2,352,370         | \$11,590,073         |
| Print                    | \$2,938,610         | \$570,196           | \$2,921,078         | \$2,385,990         | \$9,312,472          |
| Out-of-home              | \$1,928,330         | \$4,177,134         | \$2,818,896         | \$3,671,456         | \$4,966,913          |
| <b>Digital</b>           |                     |                     |                     |                     |                      |
| Display programmatic     | \$1,533,108         | \$1,074,858         | \$435,430           | \$1,955,100         | \$21,144,891         |
| Social media             | \$7,125,264         | \$7,755,521         | \$7,617,926         | \$8,561,088         | \$19,905,460         |
| Search engine marketing  | \$2,124,167         | \$2,258,743         | \$4,739,636         | \$4,570,668         | \$5,883,032          |
| Display non-programmatic | \$5,986,980         | \$7,064,404         | \$10,134,089        | \$9,624,895         | \$4,039,503          |
| <b>Total</b>             | <b>\$30,632,543</b> | <b>\$27,763,715</b> | <b>\$43,042,428</b> | <b>\$44,859,145</b> | <b>\$106,967,712</b> |

**FIGURE 6: DISTRIBUTION OF MEDIA EXPENDITURES BY MEDIA TYPE OVER 5 YEARS**



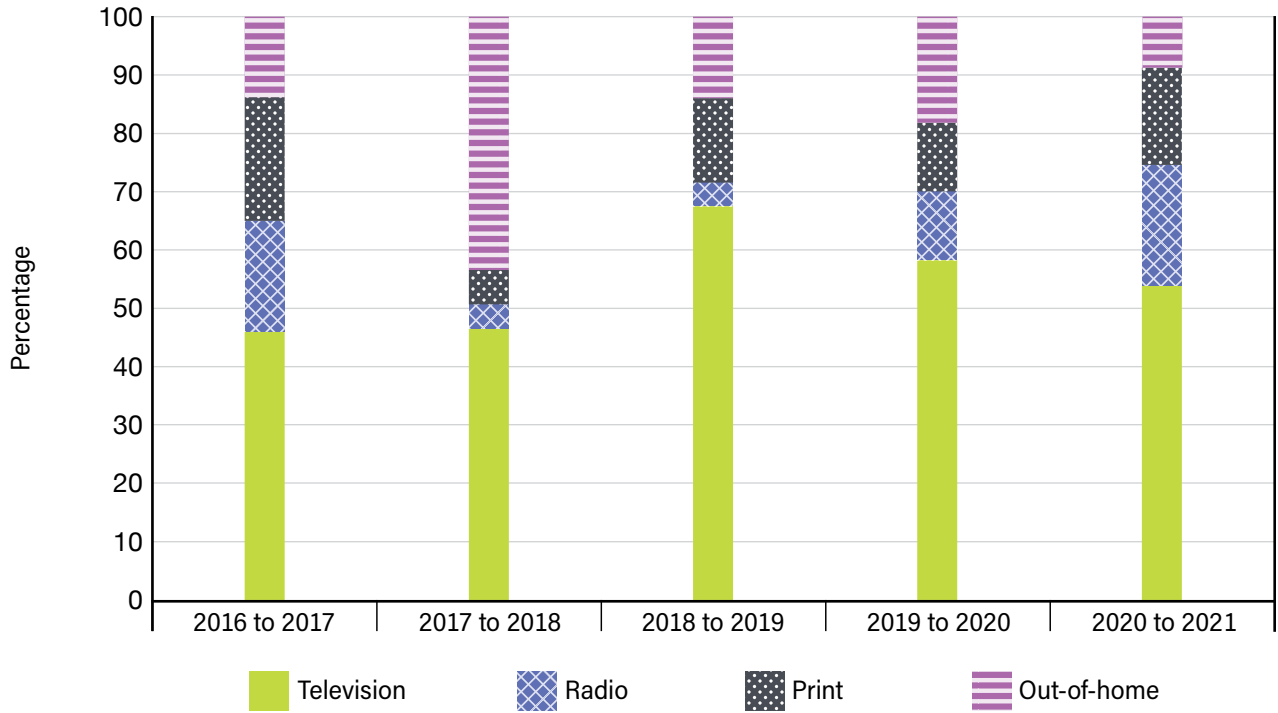
| Media                    | 2016 to 2017 | 2017 to 2018 | 2018 to 2019 | 2019 to 2020 | 2020 to 2021 |
|--------------------------|--------------|--------------|--------------|--------------|--------------|
| <b>Traditional</b>       |              |              |              |              |              |
| Television               | 21%          | 16%          | 32%          | 26%          | 28%          |
| Radio                    | 9%           | 1%           | 2%           | 5%           | 11%          |
| Print                    | 10%          | 2%           | 7%           | 5%           | 9%           |
| Out-of-home              | 6%           | 15%          | 7%           | 8%           | 5%           |
| <b>Digital</b>           |              |              |              |              |              |
| Display programmatic     | 5%           | 4%           | 1%           | 4%           | 20%          |
| Social media             | 23%          | 28%          | 18%          | 19%          | 19%          |
| Search engine marketing  | 7%           | 8%           | 11%          | 10%          | 5%           |
| Display non-programmatic | 20%          | 25%          | 24%          | 21%          | 4%           |
| <b>Total</b>             | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  |

**FIGURE 7: TRADITIONAL MEDIA EXPENDITURES OVER 5 YEARS**



| Media        | 2016 to 2017        | 2017 to 2018       | 2018 to 2019        | 2019 to 2020        | 2020 to 2021        |
|--------------|---------------------|--------------------|---------------------|---------------------|---------------------|
| Television   | \$6,377,972         | \$4,470,942        | \$13,575,701        | \$11,737,577        | \$30,125,369        |
| Radio        | \$2,618,111         | \$391,916          | \$799,671           | \$2,352,370         | \$11,590,073        |
| Print        | \$2,938,610         | \$570,196          | \$2,921,078         | \$2,385,990         | \$9,312,472         |
| Out-of-home  | \$1,928,330         | \$4,177,134        | \$2,818,896         | \$3,671,456         | \$4,966,913         |
| <b>Total</b> | <b>\$13,863,024</b> | <b>\$9,610,188</b> | <b>\$20,115,347</b> | <b>\$20,147,394</b> | <b>\$55,994,827</b> |

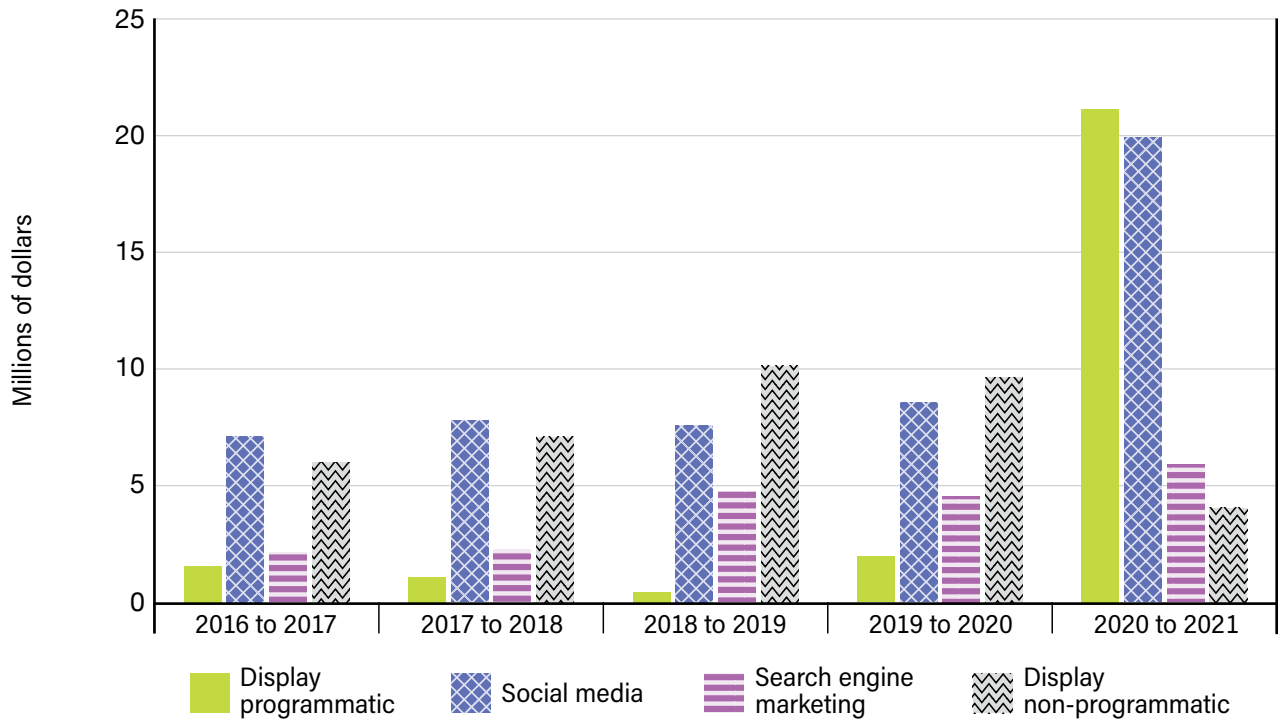
**FIGURE 8: DISTRIBUTION OF TRADITIONAL MEDIA EXPENDITURES OVER 5 YEARS**



| Media        | 2016 to 2017 | 2017 to 2018 | 2018 to 2019 | 2019 to 2020 | 2020 to 2021 |
|--------------|--------------|--------------|--------------|--------------|--------------|
| Television   | 46%          | 47%          | 67%          | 58%          | 54%          |
| Radio        | 19%          | 4%           | 4%           | 12%          | 21%          |
| Print        | 21%          | 6%           | 15%          | 12%          | 17%          |
| Out-of-home  | 14%          | 43%          | 14%          | 18%          | 9%           |
| <b>Total</b> | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  |

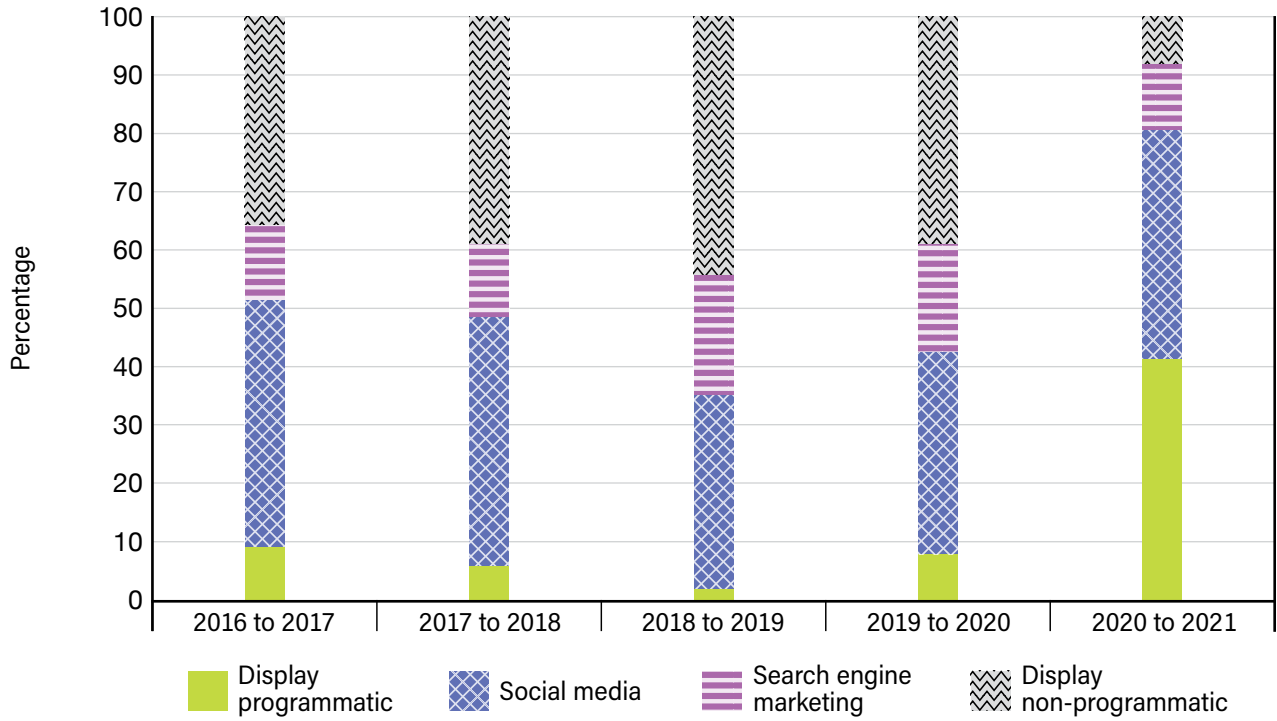
### FIGURE 9: DIGITAL MEDIA EXPENDITURES OVER 5 YEARS

More information on social media expenditures is also provided in [figure 11](#) and [figure 12](#). Media placement on YouTube is included under Display programmatic. Search engine marketing media placement was made with three platforms. The largest share was allocated to Google receiving 86% (\$5.05 million) of total media expenditures in this medium. The remaining was spent with Bing receiving 10% (\$573 thousand) and Apple Search Ads receiving 4% (\$258 thousand).



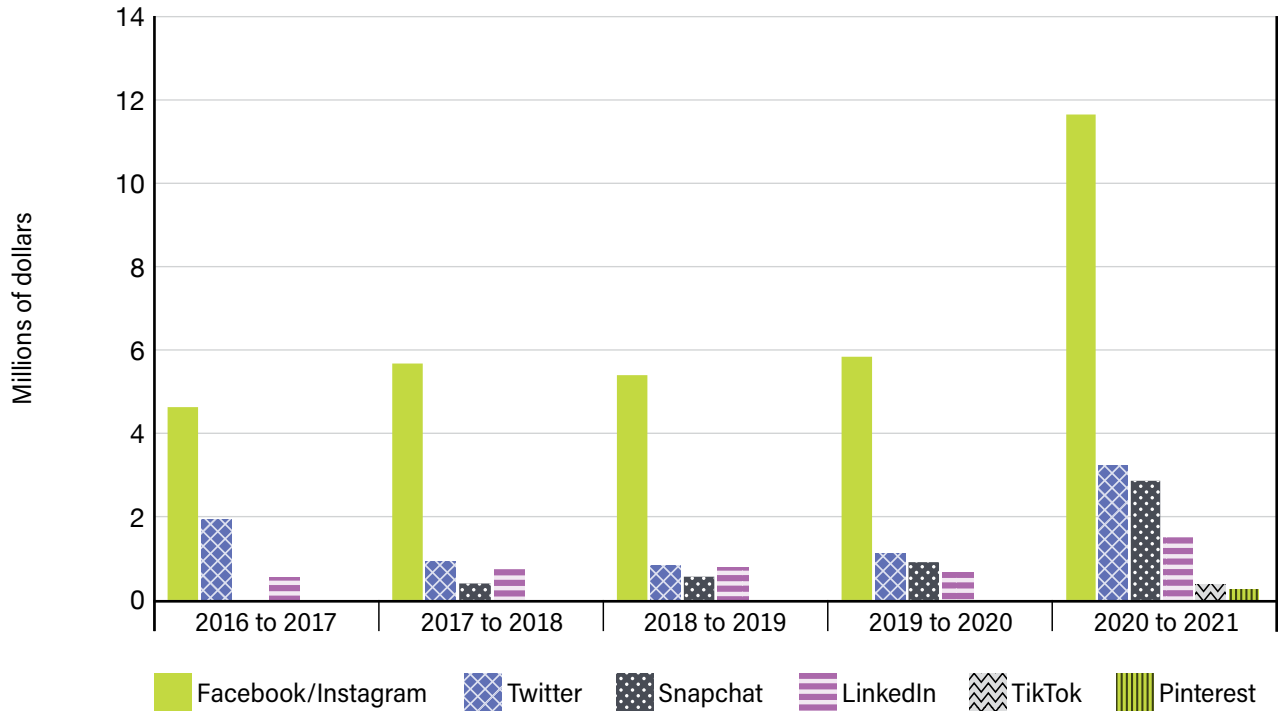
| Media                    | 2016 to 2017        | 2017 to 2018        | 2018 to 2019        | 2019 to 2020        | 2020 to 2021        |
|--------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Display programmatic     | \$1,533,108         | \$1,074,858         | \$435,430           | \$1,955,100         | \$21,144,891        |
| Social media             | \$7,125,264         | \$7,755,521         | \$7,617,926         | \$8,561,088         | \$19,905,460        |
| Search engine marketing  | \$2,124,167         | \$2,258,743         | \$4,739,636         | \$4,570,668         | \$5,883,032         |
| Display non-programmatic | \$5,986,980         | \$7,064,404         | \$10,134,089        | \$9,624,895         | \$4,039,503         |
| <b>Total</b>             | <b>\$16,769,519</b> | <b>\$18,153,526</b> | <b>\$22,927,081</b> | <b>\$24,711,751</b> | <b>\$50,972,886</b> |

**FIGURE 10: DISTRIBUTION OF DIGITAL MEDIA EXPENDITURES OVER 5 YEARS**



| Media                    | 2016 to 2017 | 2017 to 2018 | 2018 to 2019 | 2019 to 2020 | 2020 to 2021 |
|--------------------------|--------------|--------------|--------------|--------------|--------------|
| Display programmatic     | 9%           | 6%           | 2%           | 8%           | 41%          |
| Social media             | 42%          | 43%          | 33%          | 35%          | 39%          |
| Search engine marketing  | 13%          | 12%          | 21%          | 18%          | 12%          |
| Display non-programmatic | 36%          | 39%          | 44%          | 39%          | 8%           |
| <b>Total</b>             | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  |

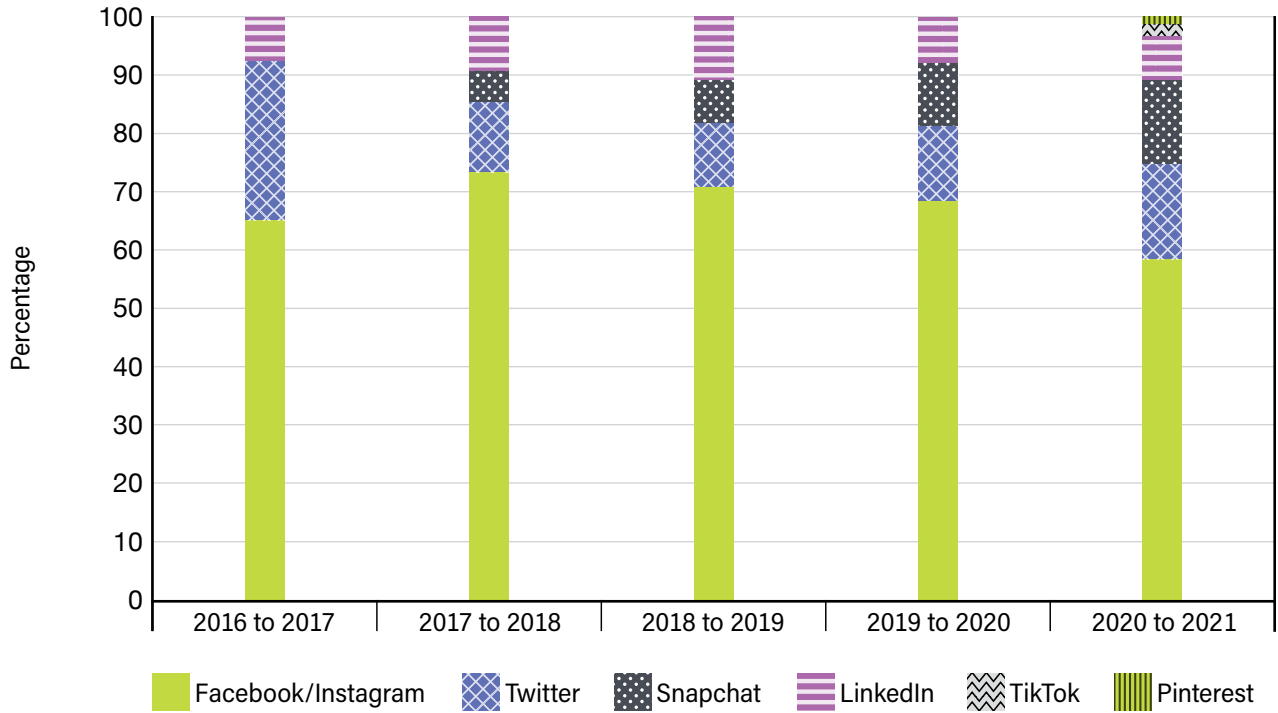
**FIGURE 11: SOCIAL MEDIA EXPENDITURES OVER 5 YEARS**



| Platform           | 2016 to 2017       | 2017 to 2018       | 2018 to 2019       | 2019 to 2020       | 2020 to 2021        |
|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|
| Facebook/Instagram | \$4,646,517        | \$5,684,613        | \$5,399,912        | \$5,854,469        | \$11,649,636        |
| Twitter            | \$1,942,452        | \$941,505          | \$839,447          | \$1,119,479        | \$3,244,935         |
| Snapchat           | \$0                | \$406,845          | \$565,814          | \$920,635          | \$2,867,196         |
| LinkedIn           | \$536,295          | \$722,559          | \$812,753          | \$666,505          | \$1,501,624         |
| TikTok             | \$0                | \$0                | \$0                | \$0                | \$377,019           |
| Pinterest          | \$0                | \$0                | \$0                | \$0                | \$265,048           |
| <b>Total</b>       | <b>\$7,125,264</b> | <b>\$7,755,521</b> | <b>\$7,617,926</b> | <b>\$8,561,088</b> | <b>\$19,905,460</b> |

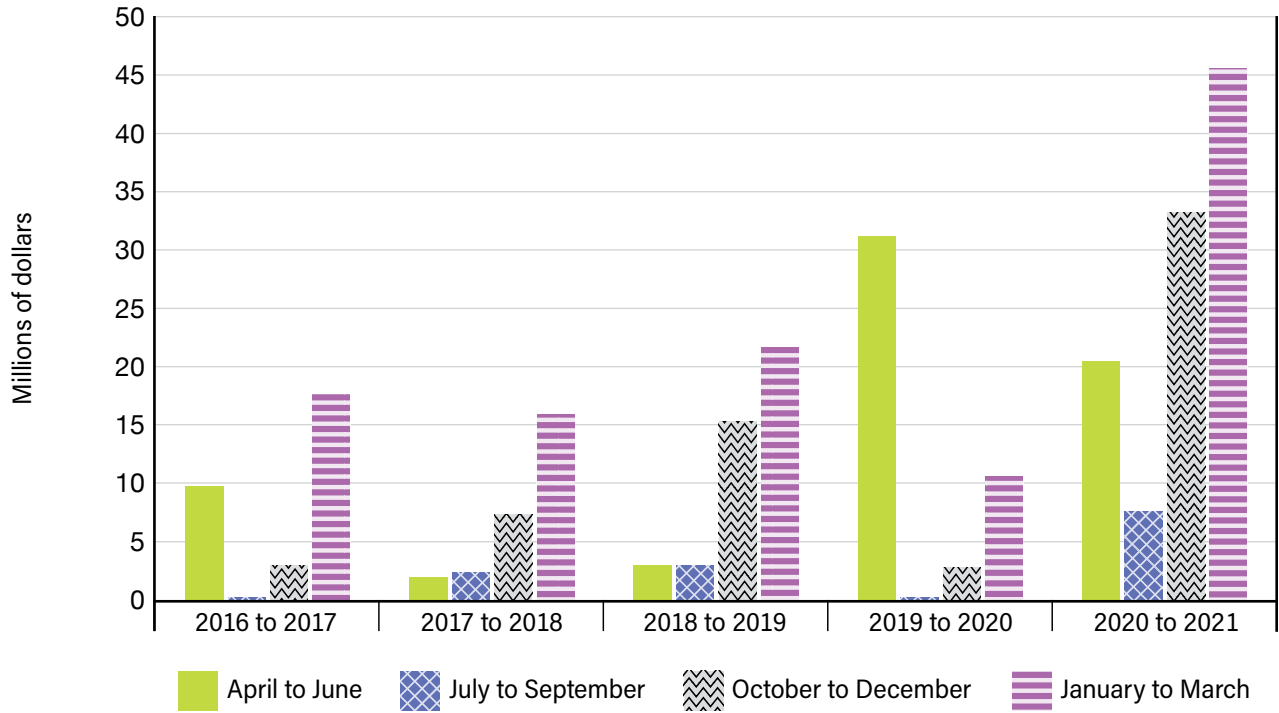


**FIGURE 12: DISTRIBUTION OF SOCIAL MEDIA EXPENDITURES OVER 5 YEARS**



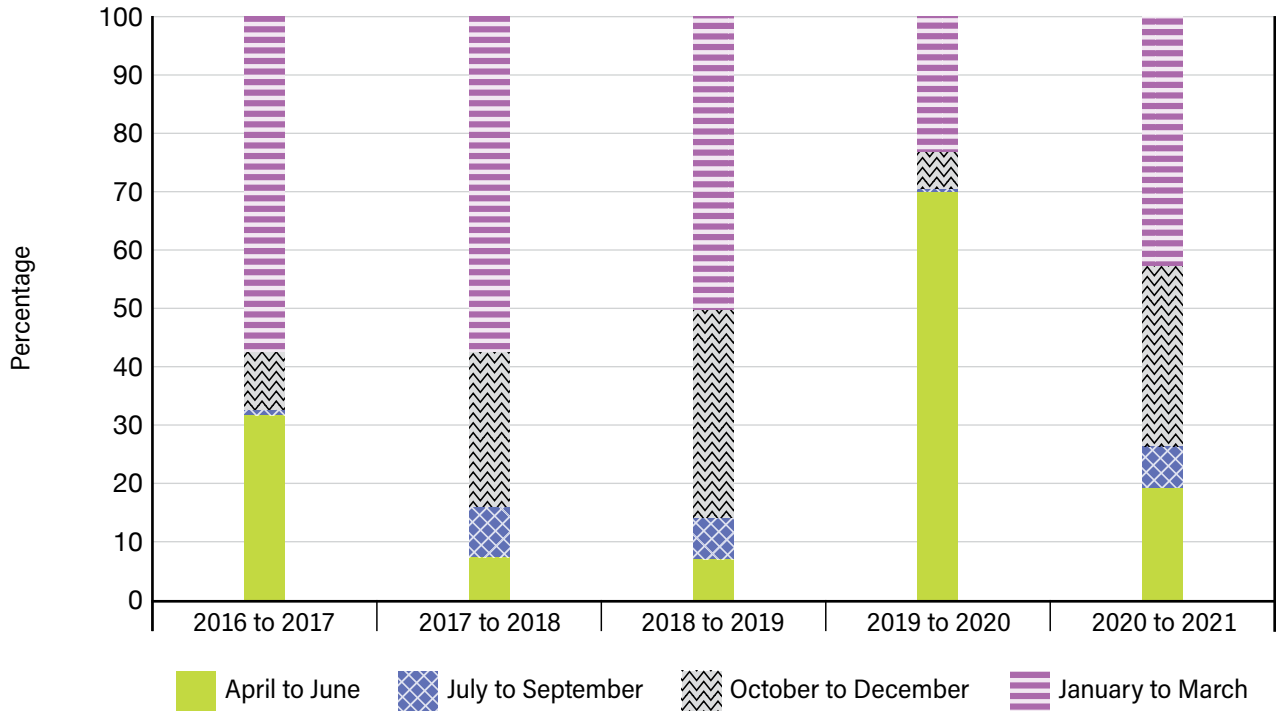
| Platform           | 2016 to 2017 | 2017 to 2018 | 2018 to 2019 | 2019 to 2020 | 2020 to 2021 |
|--------------------|--------------|--------------|--------------|--------------|--------------|
| Facebook/Instagram | 65%          | 73%          | 71%          | 68%          | 59%          |
| Twitter            | 27%          | 12%          | 11%          | 13%          | 16%          |
| Snapchat           | 0%           | 5%           | 7%           | 11%          | 14%          |
| LinkedIn           | 8%           | 9%           | 11%          | 8%           | 8%           |
| TikTok             | 0%           | 0%           | 0%           | 0%           | 2%           |
| Pinterest          | 0%           | 0%           | 0%           | 0%           | 1%           |
| <b>Total</b>       | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  |

**FIGURE 13: MEDIA EXPENDITURES BY QUARTER OVER 5 YEARS**



| Fiscal year quarter | 2016 to 2017        | 2017 to 2018        | 2018 to 2019        | 2019 to 2020        | 2020 to 2021         |
|---------------------|---------------------|---------------------|---------------------|---------------------|----------------------|
| April to June       | \$9,707,078         | \$2,024,184         | \$2,991,500         | \$31,189,476        | \$20,495,792         |
| July to September   | \$297,333           | \$2,412,338         | \$3,051,747         | \$277,813           | \$7,787,842          |
| October to December | \$3,014,958         | \$7,353,217         | \$15,346,757        | \$2,808,375         | \$33,501,262         |
| January to March    | \$17,613,174        | \$15,973,975        | \$21,652,423        | \$10,583,481        | \$45,182,816         |
| <b>Total</b>        | <b>\$30,632,543</b> | <b>\$27,763,715</b> | <b>\$43,042,428</b> | <b>\$44,859,145</b> | <b>\$106,967,712</b> |

**FIGURE 14: DISTRIBUTION OF MEDIA EXPENDITURES BY QUARTER OVER 5 YEARS**



| Fiscal year quarter | 2016 to 2017 | 2017 to 2018 | 2018 to 2019 | 2019 to 2020 | 2020 to 2021 |
|---------------------|--------------|--------------|--------------|--------------|--------------|
| April to June       | 32%          | 7%           | 7%           | 70%          | 19%          |
| July to September   | 1%           | 9%           | 7%           | 1%           | 7%           |
| October to December | 10%          | 26%          | 36%          | 6%           | 31%          |
| January to March    | 57%          | 58%          | 50%          | 24%          | 42%          |
| <b>Total</b>        | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  |

## Official languages

Reaching Canadians in the official language of their choice, regardless of where they reside, is a mandatory requirement for GC advertising. All media plans are developed, reviewed and approved in accordance with this requirement. The tables below include all media placement for advertisements in English and French during fiscal year 2020 to 2021. Table 1 provides an overview of the total media expenditures and tables 2 and 3 provide details on traditional and digital media expenditures.

The attribution of expenditures by official language is based on the following:

Internet: The language of the ads.

Television and radio: The broadcast language of the stations.

Out-of-home: The predominant language of each province, except for cinema, which is based on the proportion of screens in each language, in each province or market.

Print: The language of the ads.

**TABLE 1: OVERVIEW OF ENGLISH AND FRENCH MEDIA EXPENDITURES**

| Media        | English             |              | French              |              | Total                |
|--------------|---------------------|--------------|---------------------|--------------|----------------------|
|              | Expenditures        | Distribution | Expenditures        | Distribution |                      |
| Traditional  | \$44,130,381        | 81%          | \$10,579,893        | 19%          | \$54,710,274         |
| Digital      | \$37,353,446        | 75%          | \$12,742,055        | 25%          | \$50,095,501         |
| <b>Total</b> | <b>\$81,483,826</b> | <b>78%</b>   | <b>\$23,321,949</b> | <b>22%</b>   | <b>\$104,805,775</b> |

**TABLE 2: ENGLISH AND FRENCH TRADITIONAL MEDIA EXPENDITURES**

| Media        | English             |              | French              |              | Total               |
|--------------|---------------------|--------------|---------------------|--------------|---------------------|
|              | Expenditures        | Distribution | Expenditures        | Distribution |                     |
| Television   | \$26,279,623        | 87%          | \$3,845,746         | 13%          | \$30,125,369        |
| Radio        | \$8,962,795         | 78%          | \$2,596,727         | 22%          | \$11,559,522        |
| Print        | \$6,404,506         | 79%          | \$1,653,963         | 21%          | \$8,058,470         |
| Out-of-home  | \$2,483,456         | 50%          | \$2,483,457         | 50%          | \$4,966,913         |
| <b>Total</b> | <b>\$44,130,381</b> | <b>81%</b>   | <b>\$10,579,893</b> | <b>19%</b>   | <b>\$54,710,274</b> |

**TABLE 3: ENGLISH AND FRENCH DIGITAL MEDIA EXPENDITURES**

| Media                    | English             |              | French              |              | Total               |
|--------------------------|---------------------|--------------|---------------------|--------------|---------------------|
|                          | Expenditures        | Distribution | Expenditures        | Distribution |                     |
| Display programmatic     | \$15,453,587        | 74%          | \$5,292,944         | 26%          | \$20,746,531        |
| Social media             | \$14,864,633        | 75%          | \$4,988,015         | 25%          | \$19,852,647        |
| Search engine marketing  | \$4,129,805         | 76%          | \$1,327,014         | 24%          | \$5,456,820         |
| Display non-programmatic | \$2,905,421         | 72%          | \$1,134,082         | 28%          | \$4,039,503         |
| <b>Total</b>             | <b>\$37,353,446</b> | <b>75%</b>   | <b>\$12,742,055</b> | <b>25%</b>   | <b>\$50,095,501</b> |

## Ethnic and Indigenous media

Ethnic and Indigenous media are also used to reach ethnic and Indigenous audiences. The media are multilingual and can include advertisements in various languages as well as English and French. Amounts in the tables below include all media placement within Canada during fiscal year 2020 to 2021. Table 4 provides an overview of the total media expenditures and tables 5 and 6 provide details on traditional and digital media expenditures.

**TABLE 4: OVERVIEW OF MEDIA EXPENDITURES IN ETHNIC AND INDIGENOUS MEDIA**

| Media        | Ethnic             |              | Indigenous         |              |
|--------------|--------------------|--------------|--------------------|--------------|
|              | Expenditures       | Distribution | Expenditures       | Distribution |
| Traditional  | \$4,377,369        | 75%          | \$2,364,859        | 54%          |
| Digital      | \$1,489,013        | 25%          | \$1,997,726        | 46%          |
| <b>Total</b> | <b>\$5,866,382</b> | <b>100%</b>  | <b>\$4,362,585</b> | <b>100%</b>  |

**TABLE 5: TRADITIONAL MEDIA EXPENDITURES IN ETHNIC AND INDIGENOUS MEDIA**

| Media        | Ethnic             |              | Indigenous         |              |
|--------------|--------------------|--------------|--------------------|--------------|
|              | Expenditures       | Distribution | Expenditures       | Distribution |
| Television   | \$1,734,259        | 40%          | \$693,723          | 29%          |
| Radio        | \$1,080,079        | 25%          | \$1,583,738        | 67%          |
| Print        | \$1,563,032        | 36%          | \$87,398           | 4%           |
| Out-of-home  | \$0                | 0%           | \$0                | 0%           |
| <b>Total</b> | <b>\$4,377,369</b> | <b>100%</b>  | <b>\$2,364,859</b> | <b>100%</b>  |

**TABLE 6: DIGITAL MEDIA EXPENDITURES IN ETHNIC AND INDIGENOUS MEDIA**

| Media                    | Ethnic             |              | Indigenous         |              |
|--------------------------|--------------------|--------------|--------------------|--------------|
|                          | Expenditures       | Distribution | Expenditures       | Distribution |
| Display programmatic     | \$1,123,528        | 75%          | \$626,412          | 31%          |
| Social media             | \$306,087          | 21%          | \$1,105,421        | 55%          |
| Search engine marketing  | \$0                | 0%           | \$25,406           | 1%           |
| Display non-programmatic | \$59,397           | 4%           | \$240,487          | 12%          |
| <b>Total</b>             | <b>\$1,489,013</b> | <b>100%</b>  | <b>\$1,997,726</b> | <b>100%</b>  |

## International audiences

During fiscal year 2020 to 2021, media placement targeting international audiences totalling \$1,144,584 was made by the AOR for Global Affairs Canada. This included advertisements in various languages as well as English in French. An amount of \$955,531 was spent on search engine marketing media placement to raise awareness of Canadian educational institutions in various countries. The remaining amount, \$189,053, was allocated to search engine marketing (\$143,708), display programmatic (\$44,245) and print (\$1,100) media in the United States and Europe, to provide information related to travel and border restrictions for Canada.

## COVID-19

The tables below provide information on media expenditures associated with COVID-19 campaigns that ran during fiscal year 2020 to 2021 (ending March 31, 2021). This includes all placement made through the AOR on behalf of GC institutions, including the Public Health Agency of Canada, the Department of Finance Canada and Employment and Social Development Canada. Amounts are net media costs paid to suppliers for the purchase of advertising space and time. Fees paid to the AOR to perform the media placement, as well as media planning and creative production costs are excluded. Table 7 provides an overview of the media expenditures and tables 8 and 9 provide details on traditional and digital media expenditures. This information has been compiled for the annual report on an exceptional basis since the situation with the pandemic is unique and historic.

Advertising associated with COVID-19 was initially launched at the end of the previous fiscal year (2019 to 2020), which included media placement through the AOR totalling \$4.50 million. For more information on the expenditures reported in the previous fiscal year, consult the [Annual report on Government of Canada advertising activities 2019 to 2020](#).

**TABLE 7: OVERVIEW OF COVID-19 MEDIA EXPENDITURES**

| Media        | Expenditures        | Distribution |
|--------------|---------------------|--------------|
| Traditional  | \$45,393,886        | 62%          |
| Digital      | \$27,411,179        | 38%          |
| <b>Total</b> | <b>\$72,805,066</b> | <b>100%</b>  |

**TABLE 8: COVID-19 TRADITIONAL MEDIA EXPENDITURES**

| Media        | Expenditures        | Distribution |
|--------------|---------------------|--------------|
| Television   | \$22,760,083        | 50%          |
| Radio        | \$10,119,303        | 22%          |
| Print        | \$7,960,530         | 18%          |
| Out-of-home  | \$4,553,971         | 10%          |
| <b>Total</b> | <b>\$45,393,886</b> | <b>100%</b>  |

**TABLE 9: COVID-19 DIGITAL MEDIA EXPENDITURES**

| Media                    | Expenditures        | Distribution |
|--------------------------|---------------------|--------------|
| Display programmatic     | \$12,232,032        | 45%          |
| Social media             | \$10,980,822        | 40%          |
| Search engine marketing  | \$2,305,194         | 8%           |
| Display non-programmatic | \$1,893,131         | 7%           |
| <b>Total</b>             | <b>\$27,411,179</b> | <b>100%</b>  |



# GOVERNMENT OF CANADA ADVERTISING EXPENDITURES

This section provides information on advertising expenditures reported by Government of Canada (GC) institutions. Amounts include all advertising expenditures, which encompasses media planning, media placement with and without the Agency of Record (AOR), as well as creative production.

Note: Values are rounded to the nearest whole number. The sum of values may not add up exactly to the totals indicated due to rounding.

**TABLE 10: ADVERTISING EXPENDITURES BY INSTITUTION**

| Institution   | With the AOR | Without the AOR | Total        |
|---|--------------|-----------------|--------------|
| Public Health Agency of Canada                      | \$65,403,662 | \$16,698        | \$65,420,361 |
| Department of Finance Canada                        | \$20,662,041 | \$19,747        | \$20,681,788 |
| Canada Revenue Agency                               | \$8,076,709  | \$1,295         | \$8,078,004  |
| National Defence                                    | \$6,510,456  | \$94,626        | \$6,605,082  |
| Veterans Affairs Canada                             | \$4,771,916  | \$44,386        | \$4,816,302  |
| Global Affairs Canada                               | \$3,314,235  | \$269,748       | \$3,583,982  |
| Employment and Social Development Canada            | \$2,667,127  | \$32,169        | \$2,699,296  |
| Health Canada                                       | \$2,496,743  | \$24,000        | \$2,520,743  |
| Public Safety Canada                                | \$2,353,237  | \$0             | \$2,353,237  |
| Immigration, Refugees and Citizenship Canada        | \$2,342,723  | \$9,743         | \$2,352,466  |
| Financial Consumer Agency of Canada                 | \$1,539,170  | \$0             | \$1,539,170  |
| Canadian Food Inspection Agency                     | \$936,599    | \$58,132        | \$994,731    |
| Indigenous Services Canada                          | \$873,621    | \$16,908        | \$890,529    |
| Statistics Canada                                   | \$818,384    | \$59,175        | \$877,560    |
| Environment and Climate Change Canada               | \$806,659    | \$69,040        | \$875,699    |
| Innovation, Science and Economic Development Canada | \$849,106    | \$18,333        | \$867,439    |
| National Film Board                                 | \$0          | \$724,607       | \$724,607    |
| Communications Security Establishment Canada        | \$539,109    | \$16,607        | \$555,716    |
| Public Services and Procurement Canada              | \$189,238    | \$236,653       | \$425,891    |
| Impact Assessment Agency of Canada                  | \$0          | \$301,166       | \$301,166    |
| Transport Canada                                    | \$219,855    | \$62,678        | \$282,533    |
| Parks Canada  | \$600        | \$249,734       | \$250,334    |
| Agriculture and Agri-Food Canada                    | \$161,379    | \$44,246        | \$205,625    |
| Natural Resources Canada                            | \$0          | \$182,466       | \$182,466    |
| Canadian Grain Commission                           | \$114,207    | \$54,440        | \$168,647    |
| Canadian Heritage                                   | \$51,883     | \$73,689        | \$125,572    |

| Institution   | With the AOR         | Without the AOR    | Total                |
|---|----------------------|--------------------|----------------------|
| Fisheries and Oceans Canada                                   | \$0                  | \$105,042          | \$105,042            |
| Canadian Centre for Occupational Health and Safety            | \$77,630             | \$24,043           | \$101,673            |
| The National Battlefields Commission                          | \$0                  | \$87,659           | \$87,659             |
| Office of the Secretary to the Governor General               | \$25,981             | \$14,968           | \$40,949             |
| Polar Knowledge Canada  | \$0                  | \$33,905           | \$33,905             |
| Office of the Superintendent of Financial Institutions Canada | \$0                  | \$28,663           | \$28,663             |
| Canadian Radio-television and Telecommunications Commission   | \$0                  | \$27,934           | \$27,934             |
| Crown-Indigenous Relations and Northern Affairs Canada        | \$0                  | \$26,616           | \$26,616             |
| Correctional Service Canada                                   | \$0                  | \$24,914           | \$24,914             |
| Canadian Transportation Agency                                | \$0                  | \$22,260           | \$22,260             |
| National Research Council Canada                              | \$0                  | \$21,781           | \$21,781             |
| Public Service Commission of Canada                           | \$0                  | \$15,500           | \$15,500             |
| Department of Justice Canada                                  | \$0                  | \$13,726           | \$13,726             |
| Canadian Northern Economic Development Agency                 | \$0                  | \$6,749            | \$6,749              |
| Federal Economic Development Agency for Southern Ontario      | \$0                  | \$3,532            | \$3,532              |
| Royal Canadian Mounted Police                                 | \$0                  | \$1,919            | \$1,919              |
| Immigration and Refugee Board of Canada                       | \$0                  | \$1,869            | \$1,869              |
| Canada Energy Regulator                                       | \$0                  | \$1,767            | \$1,767              |
| Public Prosecution Service of Canada                          | \$0                  | \$975              | \$975                |
| Civilian Review and Complaints Commission for the RCMP        | \$0                  | \$455              | \$455                |
| Canadian Security Intelligence Service                        | Not included         |                    |                      |
| <b>Total</b>  | <b>\$125,802,270</b> | <b>\$3,144,561</b> | <b>\$128,946,831</b> |

# APPENDICES

## Appendix I: Glossary

This section provides definitions of terms used in this report related to Government of Canada (GC) advertising, for clarity and to ensure common understanding. The terms may have a broader meaning beyond this report and therefore, these definitions should only be applied in the context of this report.

### Advertising

In the context of all GC advertising activities, “advertising” is defined as ([\*Policy on Communications and Federal Identity, Appendix: Definitions\*](#)):

Any message conveyed in Canada or abroad and paid for by the Government for placement in media, including but not limited to newspapers, television, radio, cinema, billboards and other out-of-home media, mobile devices, the Internet, and any other digital medium.

### Advertising expenditures

Total of all expenditures, including media planning, media placement and creative production.

### Agency of Record (AOR)

Private sector supplier selected by the GC following a rigorous, open and transparent procurement process, as sole supplier responsible for media planning, negotiation, placement, verification and consolidation of GC advertising media placement.

### Digital

All advertising on the Internet, including display non-programmatic and programmatic, social media and search engine marketing.

### Display

Advertising on the Internet through banners, including various formats made of text, images, video and audio.

### Display non-programmatic

Display advertising purchased through direct buys where media suppliers receive insertion orders or contracts and billing takes place between the suppliers and the AOR.

### Display programmatic

Display advertising purchased and served in real time, through demand-side platforms, supply-side platforms and an ad server, managed by the AOR using programmed algorithms and where billing is managed through the ad server. This includes, but is not limited to, all media placement on YouTube.

## Media expenditures

Net media costs paid to suppliers for advertising space and time. Fees paid to the AOR to perform the media placement, as well as media planning and creative production costs are excluded.

## Media placement

The purchase of advertising space and time from media suppliers, such as websites, social media platforms, television networks or stations, radio stations, newspapers, magazines, etc.

## Non-partisan communications

In the context of all GC communications products and activities, “non-partisan” means ([Policy on Communications and Federal Identity, Appendix: Definitions](#)):

- objective, factual and explanatory;
- free from political party slogans, images, identifiers, bias, designation or affiliation;
- the primary colour associated with the governing party is not used in a dominant way, unless an item is commonly depicted in that colour; and
- advertising is devoid of any name, voice or image of a minister, member of Parliament or senator.

## Out-of-home

Advertising in various media outside of people’s homes, such as billboards, signs, advertisements on street furniture like bus shelters or benches, in-transit areas like airports or train stations, location-based advertisements like at a stadium, as well as cinema.

## Search engine marketing

Advertising on search engine platforms on the Internet.

## Social media

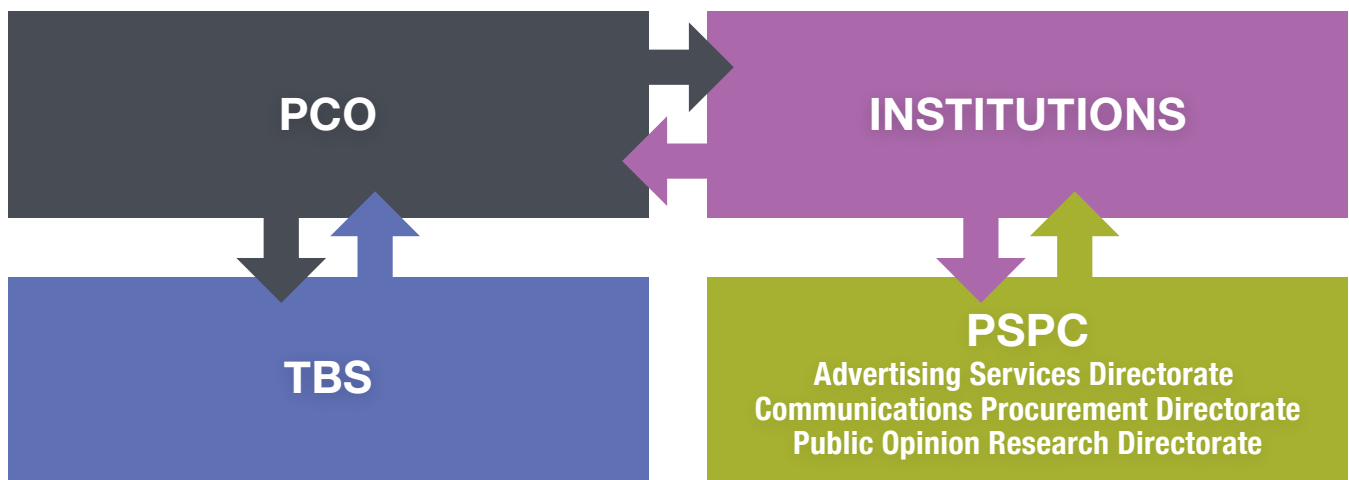
All advertising on social media platforms on the Internet, including Facebook/Instagram, Twitter, Snapchat, LinkedIn, TikTok and Pinterest.

## Appendix II: Process

The Government of Canada (GC) has an obligation to inform Canadians about policies, programs, services, rights and responsibilities, as well as to alert them of dangers to health, safety or the environment. Advertising is one means of communications used by the GC to achieve this.

Rigorous annual planning and reporting mechanisms are in place to ensure that advertising activities align to government priorities, comply with applicable laws, policies and related instruments, and meet the information needs of Canadians.

GC advertising is conducted in accordance with the [Policy on Communications and Federal Identity](#) and its supporting instruments. Many organizations are involved, including [institutions](#), the [Privy Council Office \(PCO\)](#), the [Treasury Board of Canada Secretariat \(TBS\)](#) and [Public Services and Procurement Canada \(PSPC\)](#). The following describes their relationships and primary responsibilities:



### Institutions

Departments and other portions of the federal public administration operating under Schedules I, I.1 and II of the [Financial Administration Act](#) develop advertising plans based on priorities of the institutions and the Government.

Once approval is obtained, institutions work with PSPC for the procurement of advertising services as needed. Creative services are provided by creative agencies, and media planning and buying services are provided by the Agency of Record (AOR).

Institutions are responsible for managing all aspects of their advertising activities and for ensuring that campaigns reach their target audiences using the appropriate media with the appropriate message at the correct time. Along with this, they are responsible for ensuring that all communications adhere to the [Official Languages Act](#), and for evaluating the effectiveness of their advertising activities.

Institutions are required to record all their advertising activities in the GC Advertising Management System (AdMIS), which is maintained by PSPC and used to produce the [Annual Report on Government of Canada Advertising Activities](#).

## PCO

PCO sets broad government communications themes that reflect government priorities, as determined by the Prime Minister, Cabinet, Cabinet committees and the Clerk of the Privy Council.

Institutions are required to submit their advertising plans to PCO, which then works with the Prime Minister's Office to develop the GC annual advertising plan. Once the plan is approved by the Prime Minister, PCO prepares relevant documentation so that institutions receive funding from the central advertising fund; institutions can also fund their advertising activities from their own budgets.

PCO also provides government-wide oversight of GC advertising activities and coordinates GC advertising to ensure that the overall approved budget levels are respected and that evaluation results are used to help inform the development of future advertising activities.

## TBS

TBS issues administrative policies, including the [Policy on Communications and Federal Identity](#), which governs communications activities, including advertising. The Policy aligns GC communications practices with today's digital environment and includes a requirement that all communications products and activities, including advertising, be non-partisan. All GC advertising campaigns with a budget over \$250,000 undergo a mandatory external review to ensure that all advertising creatives meet all criteria for non-partisan communications. [Results](#) are available online.

TBS also manages the Treasury Board submission process to secure advertising funding for institutions.

## PSPC

Three directorates at PSPC are involved, including the Advertising Services Directorate (ASD), the Communications Procurement Directorate (CPD) and the Public Opinion Research Directorate (PORD):

### ASD:

- provides technical advice and advisory and coordination services to GC institutions on the government advertising process, best practices, and relevant laws, policies and related instruments;
- manages the AOR contract;
- works with the CPD to develop advertising services procurement tools for use by GC institutions, which align with current industry best practices and today's environment;
- provides training to the government advertising community to ensure that their knowledge and abilities remain up to date;
- maintains AdMIS and issues project registration numbers for advertising activities and advertising numbers (ADV) for media placement to GC institutions to record all their advertising activities and expenditures; and
- produces the [Annual Report on Government of Canada Advertising Activities](#).

### CPD:

- is the sole authority responsible for the procurement of advertising and public opinion research services, including pre- and post-campaign testing and evaluation for advertising activities;
- manages the procurement process to select [advertising services suppliers](#) for GC institutions; and
- works with ASD to develop advertising services procurement tools for use by GC institutions.

### PORD:

- advises institutions about the public opinion research process, research methodologies, and compliance with relevant laws, policies and related instruments; and
- reviews research projects related to advertising pretesting and evaluation, a mandatory process for campaigns with media buys over \$1 million.

## Appendix III: Laws and policies

### Laws

#### Financial Administration Act

Government of Canada (GC) advertising activities in this report pertain to institutions subject to the Policy on Communications and Federal Identity and its supporting instruments. These apply to departments and other portions of the federal public administration as set out in Schedules I, I.1 and II of the *Financial Administration Act*, unless excluded by specific acts, regulations or orders in council.

#### Official Languages Act

The purpose of this Act is to:

- (a) ensure respect for English and French as the official languages of Canada and ensure equality of status and equal rights and privileges as to their use in all federal institutions, in particular with respect to their use in parliamentary proceedings, in legislative and other instruments, in the administration of justice, in communicating with or providing services to the public and in carrying out the work of federal institutions;
- (b) support the development of English and French linguistic minority communities and generally advance the equality of status and use of the English and French languages within Canadian society; and
- (c) set out the powers, duties and functions of federal institutions with respect to the official languages of Canada.



## **Policies**

### **Common Services Policy**

This policy sets out common services that GC institutions must use to fulfill their requirements. Public Services and Procurement Canada (PSPC) is identified as a mandatory common service organization for the coordination of, and contracting for all advertising services requirements.

### **Contracting Policy**

This policy gives PSPC the responsibility for the contracting of all advertising services requirements.

### **Policy on Communications and Federal Identity**

This policy gives context and rules for how the GC enables communication with the public about policies, programs, services and initiatives, including the administration of the GC official symbols.

### **Directive on the Management of Communications**

This directive provides rules for managing and coordinating communications, including procedures for advertising, public opinion research, social media and web communications.

### **Appendix B: Mandatory Procedures for Advertising**

These procedures are an appendix to the [Directive on the Management of Communications](#). They provide procedural rules for planning and coordination, contracting, production and media planning, as well as pretesting and evaluation of GC advertising activities.

### **Advertising Oversight Mechanism**

The [Directive on the Management of Communications](#) requires that GC advertising comply with the oversight mechanism for non-partisan advertising. The mechanism is an external review process that supports the Government's commitment to ensure that all communications, including advertising, are non-partisan.