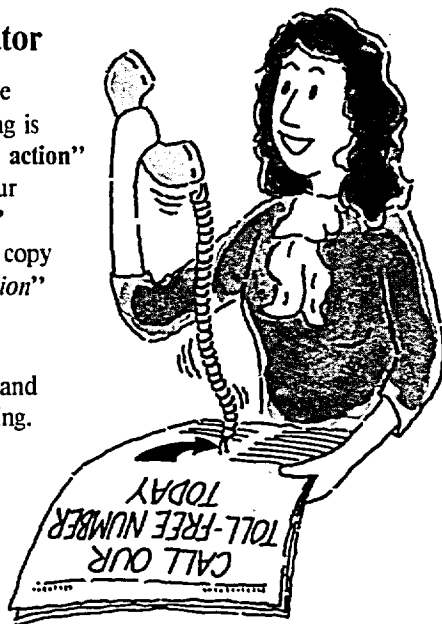


6. Use a motivator

In advertising, asking the audience to do something is referred to as a “call to action” — for example, “call our toll-free number today,” “send the coupon for a copy of... *name of publication*” or “see us there.” Such motivators are valuable additions to the impact and effectiveness of advertising.



7. Measuring performance

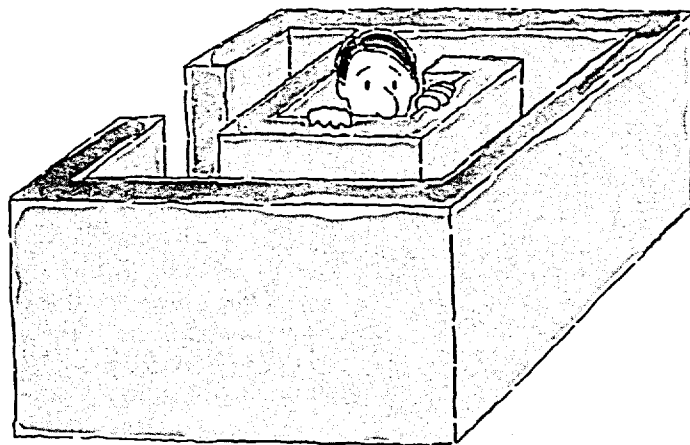
Using a call to action will also allow you to measure response to your advertising. Tracking calls and written responses can give you an idea of whether your advertising has generated results. Tracking the quality of the responses can also help you evaluate whether you reached the target audience you wanted. That's valuable information you can use the next time around.

No one knows your job like you, so it only makes sense that no one knows advertising like advertising professionals. As long as you provide the information, the cooperation and the time needed, the *Trade Communications Bureau* can produce effective advertising that will really work for you. It will also save you a lot of time and effort.

- All media time and space, both in Canada and abroad, must be reserved by *Media Canada*, the *Government of Canada's* media buying organization.
- DSS levies an eight per cent service charge.
- All government advertisements must have certain identifiers — the *Canada wordmark* and the department's logo which must appear in both official languages and should not be translated into other languages.

In addition, there are various other programs that could have a bearing on what your advertisement says or how it is illustrated. Among these are the *Official Languages Act*, equal opportunities for women and the depiction of ethnic minorities.

Are you a little confused? Don't worry. The people in *BCP* deal with these matters on a day-to-day basis. They have the knowledge and expertise to guide your advertisement through the labyrinth, saving you time and effort in the process.



Some government regulations

So who does what and to whom?

The Administrative Manual sets out the rules and regulations laid down by the Treasury Board. It is the responsibility of the *Production and Technical Services Division (BCP)* in the Communications and Culture Branch to make sure all the rules are followed. When you are developing your advertising plan, it is important to keep the following points in mind:

- The department's annual advertising plan, which must be submitted by October 1 of each year, requires the concurrence of the *Cabinet Committee on Communications*.
- All advertisements must receive approval and a number from the *Advertising Management Group, DSS*.
- Advertisements should be produced by “duly appointed advertising agencies.”

Dealing with media representatives

First of all, ask yourself: “Do you really have the time to deal with them?” Remember, we're not talking here about the reporters and editors with whom you've worked to cultivate good ties — we're talking about those people who spend their days trying to sell you advertising.

There's nothing wrong with talking to them, but don't let them talk you into making any commitments. Instead, ask yourself if their suggested advertising fits into your annual communications plan. If it does, refer the media representative to the *Trade Communications Bureau* which will take over for you while you get on with other things. Remember too, only the “agency of record” (*Media Canada*) can make a commitment to buy advertising.