



## UPDATE

**August 2005**

### **Advertising Campaign**

The third round of mass media advertising for the *Skilled Trades: A Career You Can Build On* campaign will begin on September 19 and run until October 21st to capitalize on “back at school” time. Two phases have been completed since the campaign launch: September/October/November 2004 and April/May 2005. We have had very positive feedback from our partners on the effectiveness of the commercials within their regions, which is exactly what we hoped to achieve!

After reviewing the mediums that have proven to be most effective in our initial advertising, we have selected television, radio, cinema and on-line advertising to communicate skilled trade opportunities with youth across the country. Selected for their reach, TV ads were placed primarily with the Specialty Channels – YTV, Much Music/Musique Plus, and Teletoon – as well as mainstream media during popular programming such as the Simpsons, Survivor, Fear Factor, Malcolm in the Middle and Canadian Idol. We also placed ads on youth oriented radio stations across the country, as well as in over 500 Famous Players cinemas and Empire Theatre in Atlantic Canada.

Print advertising targeting parents and educators will continue to run in MacLean’s, Chatelaine, Canadian Living, L’Actualité, Teach, and Parent magazines. Furthermore, advertising aimed at employers began in select trade magazines in April 2005 and will continue through until the end of November.

Ipsos Reid recently completed a study on Attitudes and perceptions with both youth and parents. It was satisfying to note that all three of our commercials were viewed very positively and those viewing them felt they had learned something about careers in the skilled trades.

### **Partnerships**

Sincere thanks go out to our many partners who have actively supported the campaign’s objectives and distributed its messages among their stakeholders. Among these partners are many media outlets that have committed additional

coverage for advertisements and editorials. As well, partners such as Canadian Automotive Repair and Service (CARS) Council, the Construction Sector Council, the Wood Manufacturing Council (WMC/CFB), Automotive Industries Association of Canada (AIA Canada), and all our provincial Apprenticeship Authorities and Skills Canada offices, have been actively involved in promoting the campaign to their constituents.

Heading into its second year, the campaign's ongoing partnership with Much Music/Musique Plus has also been very rewarding. In addition to running our *Skilled Trades: A Career You Can Build On* campaign ads, the television station has committed to providing additional value to the partnership by independently developing a 30-second commercial promoting the Much Music/Musique Plus Scholarship Contest, which consists of 26 - \$500 Skilled Trades Scholarships. The contest, which runs from September 19<sup>th</sup> – October 17, 2005, invites youth from across Canada to visit the Much Music/Musique Plus website in order to apply for one of the scholarships, as well as to learn more about the campaign. Furthermore, Much Music/Musique Plus are in the process of developing a campaign micro-site that will promote trades and apprenticeship opportunities, and most importantly, direct traffic to the [www.careersintrades.ca](http://www.careersintrades.ca) website.

This year, a new campaign partner has also provided an exciting addition to the Scholarship Contest. Canadian Tire Corporation has committed to supporting trades and apprenticeship training opportunities by offering 26 - \$500 gift certificate for tools. These gift certificates will be offered to one male and one female participant from every province and territory in Canada.

Since the beginning of the campaign, we have secured over \$1.5 million in partnership value, and will continue to focus our efforts in this area over the next few months.

## **Website**

Over 200,000 people have visited our campaign website since its inception. The numbers of visits always increased dramatically during the advertising cycle, so we can expect a jump in visits come September. The average time spent on the site is five minutes, which is very impressive. Our partner organizations, the Canadian Apprenticeship Forum – Forum canadien sur l'apprentissage and Skills/Compétences Canada also report a significant increase in business during the same periods.

The website was recently updated with new information for the media, new reports and new profiles. The updates will continue on a quarterly basis.

## **Campaign Materials**

Demand for campaign materials continues to run high. To date, we have distributed over 400,000 brochures, 26,000 posters and 500 copies of the commercials from coast to coast to coast. Through the distribution of these materials, we estimate having reached an audience of over one million youth, parents, educators and employers at schools, employment and resource centres, trade fairs, employer groups, government offices and associations across the country.

Once again, this summer, our campaign materials were displayed in all Youth Employment Centres across the country. This fall, over 14,000 educators will receive sample materials in a mail out from the Canada Career Consortium.

With the fall round of school programs and trade fairs about to begin, demand should be even higher. The on-line order form has proven to be a very effective tool. Anyone needing materials should order soon.

The Employer Toolkit was distributed to all Apprenticeship offices, Skills Canada offices and to members of the Alliance of Sector Councils. Additional efforts will be made in the coming months to encourage more groups to distribute the materials in their employer outreach campaigns.

## **Regional Programs**

The results of all consultations with the provinces and territories are now posted on the campaign website, along with a summary report of the significant trends that re-occurred across the country.

In early summer, regions were invited to submit suggestions for program ideas to meet the gaps identified during these consultations. A larger than anticipated number of submissions was received, with some excellent ideas presented. It was interesting to note that frequently a program need that was identified in one area, also surfaced in another. We are now in the process of fleshing out some of these concepts to determine how best to move forward to meet the maximum number of priorities within the constraints of our resources. We will be developing these new program ideas over the coming months; we expect to roll out the new initiatives early in the New Year.

For more information about **“Skilled Trades – A Career You Can Build On”**, please contact Beverlie Cook, Project Manager at: [bev\\_cook@careersintrades.ca](mailto:bev_cook@careersintrades.ca) or by telephone at 613-235-4004.