

2020 PUBLIC AWARENESS CAMPAIGN SUMMARY

Campaign Dates: April 1 – November 30

Vehicles: TV, Online (Google, YouTube), Social (Facebook)

Yearly Overview:

- 2020 marked an unprecedented year as CDSS responded to COVID-19 and new safety protocols - messaging went from general health and guidelines to facts and information on navigating oral health through the pandemic. The decision to scale back spend in the fall run was deliberate in preparation for 2021. Video played an essential role as Saskatchewan dentists provided assurance and instructions for safe oral care. As such, less clicks came to the site as viewers absorbed the message, but overall reach and impressions grew.

Website Highlights(yoursaskdentist.ca):

- Over 4,500 total visits to the site (sessions)
- 4,194 unique IP address (users) visited the site at over 90% new visitors
- 15 seconds was the average time per user on site
- Highest total volume of visits came from Saskatoon, Regina and Prince Albert
- Over 80% of visits came from mobile devices
- Visits were most likely a result from paid advertising (Facebook & Google Display and YouTube ads)
- 13% of visits came to the site directly (www.yoursaskdentist.ca) or searched the site name and arrived

Online Campaign Highlights:

- Spring: There was a 23.5% increase in traffic to the site compared to the previous year with 45% more "new" visitors (larger new reach)
- Fall: With the decision to scale back spend and without another "Day of Giving" push (hugely successful for engagement in 2019), annual campaign-driven site visits and engagement dropped considerably YOY (see chart below)
- Still, more than 3.8 million impressions were served through digital ads reaching 286,473 unique Facebook profiles in Saskatchewan
- Facebook video generated more clicks to the site to learn more (vs. the display images)
- YouTube had generated over 257,000 full video views; average total view time watched was 50% of the video (7.5 seconds)
- Highest view rates came from videos: "Safety is our Priority Pt. 2" and "Protocols"
- Most impressions delivered to adults 25-44, lowest CPC came from an older 55-64 demographic
- Highest impressions served in May and October; lowest CPC were realized in Spring, likely a result from early attentiveness during the first phases of a Saskatchewan re-open

Online campaigns compared (YOY: 2018 - 2020)

- Over 13.4 million online impressions delivered to date between 2018-2020 - relative to reaching all SK residents (ages 15+) 15.20 times*

- Campaign messages and tactics change each year with total impressions reaching its highest in 2020 with the lowest digital spend YOY, signalling increased efficiencies in reach over time

- Clicks to site vary depending on message - 2019 saw highest clicks with a promoted "Day of Giving" push, whereas 2020 saw highest general awareness engagement (COVID-19; Safety Messaging)