Hello,

Thank you for the opportunity to communicate recently with members of the House of Commons Standing Committee on Government Operations and Estimates.

I am availing of the invitation to follow up with supplementary information. A point that I sought to impress is that government communications encompasses much more than advertising. We tend to focus on that for obvious reasons. One reason is that advertising is easy to quantify in dollar amounts. Attached is an illustration that might help impress the point that focusing on advertising is important but would be incomplete. Marketing textbooks typically convey similar sorts of information, using terminology such as "the marketing mix."

In my opinion, it is in the public interest to quantify public resources that are associated with the government's public and media relations activities. It would be helpful to know about direct marketing too. Though to be clear my greatest concern is that Canadians are unable to quantify the public resources associated with photo-ops (e.g., news conferences, staged events) which are a hallmark of what some academics call permanent campaigning. In my opinion information about photo-ops ought to be proactively disclosed in a similar manner as with advertising and public opinion research. Otherwise, a government is prone to spend less on the latter in favour of more on the former. Without it we also lack an ability to contextualize the dollar amounts spent on advertising.

Thank you once again for the opportunity. I very much look forward to the outcome of the Committee's work.

Alex

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FIGURE2.3 Public sector branding strategy and communications tactics

Communications	Branding strategy	Controlled media +	Uncontrolled media =	Brand image
Ideology/agenda	Positioning	Advertising	Audience experiences	Audienceattitudes
beliefs, valuesobjectives	core messagescore policies	print, posters, flyersradio	 word of mouth 	brand awarenessbrand liking
	 core values 	 transit, billboards 	News media	 brand loyalty
Research	name	TV, video	 broadcast 	 brand reputation
 consumer data 	slogan/tagline		online	 brand satisfaction
election datafocus groups	themesvalue proposition	Direct marketing • email, text messages	• print	 brand trust
opinion surveysoppo	Visuals	 letters, mail-outs telemarketing 	Other political actors' communications	Corporate identity • brand equity
oppo	• colours	toromamoung	Participatory mainstream media	 brand personality
Segmentation	images	Internal communications	 letters to the editor 	 brand positioning
behavioural	• logo	Ada Parada Cara a sa di ata	 open-line radio 	
benefits sought	 look and feel 	Media relations products	5.4%	
demographic	people,attire	image bitesnews releases	Public forums and events	
geographic lifeatule	• symbols	news releasespseudo-events	 protests/ demonstrations 	
lifestyle	 templates 	• spin	Question Period, committees	
Strategy		5 Spill	Question Fenou, committees	
differentiation		Personal communications	Required Information disclosure	
emotional resonance		door to door	access to information	
media planning		 private meetings, events 	reports to Parliament and its agents	
relationship marketing		• telephone	repend to remaine the agents	
reputation management			Web 2.0 (interactivity)	
target markets		Web 1.0 (static posts)	file sharing	
• triage		banner ads	 microblogging 	
wedge issues		social media broadcastswebsites, blogs, videos	social networking	

Source: Page 41 in <u>Brand Command: Canadian Politics and Democracy in the Age of Message Control</u> (UBC Press, 2016).