

## 6.4 Advertising Policy

### Policy Statement

Advertising is a key component of government communications. Advertising is a major tool to be used by government in communicating its programs and policies to the people of Nova Scotia. It is important that a procedure be established to ensure that government is consistent in management of advertising, achieves the best possible value for money in its advertising activities and measures the outcomes of activities, as appropriate.

### Definition

#### **ADVERTISING**

Consists of any paid or unpaid media effort created to inform, educate, build awareness or promote behaviour change.

Advertising mediums can include, but are not limited to, broadcast (i.e. television, radio), print, out-of-home (i.e. billboards, transit), digital (i.e. digital screen networks), on-line, sponsorships, promotional products/materials, direct mail and any new medium as may be identified by Communications Nova Scotia.

### Policy Objectives

Communications Nova Scotia's approach to advertising is guided by the principles of timeliness, accuracy, effectiveness, non-partisanship and fiscal responsibility. The main objectives are to:

- Strengthen the management of government advertising
- Improve planning and coordination to achieve strategic objectives
- Ensure transparency of government advertising activities

### Application

This policy applies to all government departments and offices.

Independent or arm's-length organizations are not covered under this policy but are encouraged to share advertising plans and concepts, and may consult with, and request advertising advice and support from, Communications Nova Scotia.

## Policy Directives

- Communications Nova Scotia is the agency of record for all advertising activities and initiatives, paid and unpaid, carried out by government departments and offices.
- The planning, design, development, media planning and buying of government advertising must be managed by Communications Nova Scotia. Evaluation of advertising activities will be conducted by CNS as appropriate, and in consultation and cooperation with government departments and offices.
- All government advertising must be carried out in a fiscally responsible manner, and be non-partisan in nature.
- Advertising guidelines will be developed and maintained by Communications Nova Scotia and made publicly available. All advertising must adhere to these guidelines.
- All advertising activities must adhere to government policies, including the procurement policy and the provincial visual identity program.

## Accountability

Communications Nova Scotia will

- Ensure that government advertising is consistent with government policies and guidelines
- Provide expertise and central delivery and knowledgeable procurement of advertising services

Government departments and offices will

- Utilize Communications Nova Scotia to coordinate all advertising activities, paid and unpaid, including planning, design, development, media planning and buying.
- Evaluate the outcomes of advertising, as appropriate, in consultation and cooperation with Communications Nova Scotia.

## Monitoring

Monitoring of this policy on behalf of government is the responsibility of Communications Nova Scotia.

## References

*Public Service Act*

Guidelines on Government Advertising

Communications Policy/Protocol

Government of Nova Scotia Communications Policies and Procedures Manual, 2013

Visual Identity Program

*Public Procurement Act*

Social Media Policy and Guidelines for Civil Servants Use of Social Media

Internet Content Policy

## **Enquiries**

Acting Director, Policy and Corporate Services, (902) 722-1370

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Administrative update:

