JANGLES PRODUCTIONS

FINAL REPORT (Oct.1-Mar.31/10)

FINAL STATISTICAL RESULTS OF THE CAMPAIGN TO PROMOTE:

- ***NEWCOMER INFORMATION CENTRES (10 sites)***
- ***211TORONTO and 211 PEEL***
- ***SETTLEMENT.ORG***

Campaign Period - October 1, 2009 – March 31, 2010

Note – All statistical data has been provided by each respective agency.

51 Parfield Drive Toronto Ontario M2J 1C2 Phone 416-537-9411 Fax 647-349-4173 jangles@rogers.com markjacot@jangles.ca www.jangles.ca

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EXECUTIVE SUMMARY

CAMPAIGN PERIOD October 1, 2009 – March 31, 2010

OVER 6.4 MILLION IMPRESSIONS

That number indicates the considerable scope and impact of the recently completed print promotional campaign conducted by Jangles Productions for Citizenship and Immigration Canada.

Background

Jangles Productions was contracted by Citizenship and Immigration Canada Ontario Region in August of 2009 to conduct a print campaign to promote three settlement services:

1) OCASI's website settlement.org (A comprehensive website for newcomer information)

2) Newcomer Information Centres (3 Toronto, 2 Mississauga, 2 Brampton, 1 Caledon, 1 Oakville and 1 Ottawa)

3) Findhelp Information Services 211 Toronto & 211 Peel (24/7 multi-language phone referral services)

This is the fifth campaign carried out to promote these agencies/services. It consisted of:

- Producing and placing ads in 22 ethnic publications (See Page 5 for details)
- Placing ads on the websites of 14 of the 22 ethnic publications contracted
- Producing, translating and distributing brochures throughout the GTA and in the Ottawa area where the ethnic publications are circulated and where the targeted newcomer communities live

The previous 4 campaigns were as follows:

CAMPAIGN # 1 Feb.1/ 04 to April 30/04		CAMPAIGN # 2 Nov.1/05 to Feb.28/06		CAMPAIGN # 3 Aug.1/06 to Nov.30/06		CAMPAIGN # 4 Aug.1/06 to Nov.30/06	
GREATER TORONTO AREA		**GREATER TORONTO AREA**		**GREATER TORONTO AREA**		**GREATER TORONTO AREA**	
LANGUAGE	PUBLICATION	LANGUAGE	PUBLICATION	LANGUAGE	PUBLICATION	LANGUAGE	PUBLICATION
1) Mandarin	Ming Pao	1) Mandarin	Ming Pao	1) Mandarin	Ming Pao	1) Mandarin	Ming Pao
2) Farsi	Shahrvand	2) Farsi	Shahrvand	2) Farsi	Shahrvand	2) Farsi	Shahrvand
3) Urdu	Eastern News	3) Urdu	Eastern News	3) Urdu	Eastern News	3) Urdu	Eastern News
4) Arabic	Arab News	4) Arabic	Arab News	4) Arabic	Arab News	4) Arabic	Arab News
5) Tamil	Ulahathamilar	5) Hindi	Hindi Abroad	5) Tamil	Thamilar Senthamarai	5) Tamil	Thamilar Senthamarai
6) Russian	Nasha Gazeta	6) Romanian	Faptu Divers	6) Russian	Nasha Gazeta	6) Russian	Nasha Gazeta
7) Korean	Korean Daily Times	7) Ukrainian	Novy Shliakh	7) Korean	Korean Daily Times	7) Korean	Korean Daily Times
8) Dari	N/A	8) English	Philippine Reporter	8) English	Philippine Reporter	8) English	Philippine Reporter
9) Spanish	El Popular	9) Somali	Somali Press	9) Spanish	El Popular	9) Spanish	El Popular
10) Punjabi	Khabarnama	10) Gujarati	Gujarati Express	10) Punjabi	Khabarnama	10) Punjabi	Khabarnama
				11) Pashtu	Zarnegaar	11) Pashtu	Zarnegaar
				12) Bengali	Shomoy	12) Bengali	Shomoy
						13) Tigrinya	Meftih
						14) Hindi	Hindi Abroad
						15) Gujarati	Gujarati Express
						16) Somali	Somali Press
						OTTAWA	
						17) Mandarin	Canada China News
						18) Arabic	Al Hyiat Arabiya
						19) English	CanAsian Times

EXECUTIVE SUMMARY (cont'd)

This final report provides statistical results for the six month campaign. Originally the campaign was to run four months (October 1, 2009 to January 31, 2010). Citizenship and Immigration Canada approved an extension of two months, with the campaign ending March 31, 2010. This is the first time the print campaign has gone 6 months. An ad was placed in 22 ethnic publications (19 in the GTA and 3 in Ottawa - see page 5 for details and Page 19 for the ad). This represents a 20% increase in advertising placement from the previous campaign. (The last campaign advertised in 19 publications). Ads were also placed on the websites of 14 of the 22 publications.

This marked the second time the campaign expanded outside the GTA to include the Ottawa area with the placement of ads in 3 Ottawa ethnic publications. The initial expansion to Ottawa coincided with the launch of Findhelp Information Services 211 Ottawa. 2009 marked the first full year of operations for the YMCA's Ottawa NIC site. Along with the advertisement, complimenting brochures were produced and distributed to 388 sites (320 in the GTA and 68 in Ottawa – see page 20 and 21 for the brochure). In previous campaigns a poster was produced as well but it was decided not to print posters as they were usually removed by competing campaigns shortly after being put up. The brochures were placed in convenience stores, grocery stores, churches, temples, mosques, community centres, offices, etc., along with 92 Toronto Libraries, as well as the Travellers' Aid booths at the Toronto bus depot and Union Station. Over the six month campaign more than150,000 brochures were distributed at an average depletion rate of 15 per site per week. This is a significantly higher depletion rate than previous campaigns which averaged 10 brochures per site per week.

Citizenship and Immigration Canada also approved the production and purchase of media placement of 1 – 30 second commercial ("Newcomer Leaf" spot) for TV, Radio and the internet in 8 languages (English, Arabic, Farsi, Punjabi, Chinese, Urdu, Spanish and Russian). The ad promoted the same 3 settlement services – Newcomer Information Centres, OCASI's website settlement.org and Findhelp Information Services 211. Jangles Productions produced the ad, all language versions and purchased the media buy. The media purchased was for a full year running April 1, 2010 to March 31, 2011. Although this campaign has no impact on the print campaign as it begins when the print campaign ends, it should be noted here as it will most likely have an impact on future print campaigns that may occur during the same time period.

The results of this print campaign are quite positive. There were more than 6.4 million impressions from the combined circulation figures of all 22 ethnic publications over the six month period. The 10 Newcomer Information Centres (NIC) posted significant increases. For March/10 the Toronto sites were the highest on record for new clients served while the Ottawa site saw a 100% increase in new and repeat clients for December/09. The six NIC sites operated by Centre for Education and Training (CET) showed dramatic increases of over 100% in October/09 and 110% in November/09 compared to the year before. Findhelp information Services 211 Toronto posted an 18% increase in monthly calls in March/10 compared to February/10 and 211 Peel indicated a 110% increase in November/09 compared to November/08. OCASI's website www.settlement.org showed a 40% increase in unique users (first time users) in March/10 compared to December/09,

ETHNIC PUBLICATIONS AND AD PLACEMENT DATES: OCT.1/09 to MAR. 31/10

Greater Toronto Area				
	Language	**Publication**	**Website AD Placed**	**Ad Publishing Day**
1	**Arabic**	**Arab News**	**YES**	Oct. 14, 28, Nov. 11, 25 Dec. 9, 23 Jan. 6, 20 Feb 3, 17 Mar 3, 17
2	**Chinese**	**Ming Pao**	**YES**	Oct. 2, 9, 16, 23, 30 Nov. 6, 13, 20, 27 Dec. 4, 11, 18, 25 Jan. 1, 8, 15, 22 Feb 5, 12, 19, 26 Mar 5, 12, 19, 26
3	**Farsi**	**Shahrvand**	**YES**	Oct. 1, 8, 15, 22, 29 Nov. 5, 12, 19, 26 Dec. 3, 10, 17, 24, 31 Jan. 7, 14, 21 Feb 4, 11, 18, 25 Mar 4, 11, 18, 25
4	**English**	**Phillipine Reporter**	**YES**	Oct 1, 15 Nov 1, 15 Dec 1, 15 Jan. 1, 15 Feb 1, 15 Mar 1, 15 (15th/30th each month)
5	**Urdu**	**Eastern News (GTA & Ottawa)**	**YES**	Oct. 1, 15 Nov. 1, 15 Dec. 1, 15 Jan. 1, 15 Feb 1, 15 Mar 1, 15
6	**Bengali**	**Desher Alo**	**NO**	Oct. 6, 13, 20, 27 Nov. 3, 10, 17, 24 Dec. 1, 8, 15, 22, 29 Jan. 5,12, 19, 26 Feb 2, 9, 16, 23 Mar 2, 9, 16, 23 (each Wednesday)
7	**Korean**	**Korean Times**	**YES**	Oct. 2, 9, 16, 23, 30 Nov. 6, 13, 20, 27 Dec. 4, 11, 18, 25 Jan. 1, 8, 15, 22 Feb 5, 12, 19, 26 Mar 5, 12, 19, 26
8	**Pahstu**	**Zarnegaar**	**YES**	Oct. 1, 21 Nov. 1, 21 Dec. 1, 21 Jan. 1, 21 Feb 1, 15 Mar 1, 15 (1st week and 3rd week each month)
9	**Punjabi**	**Kharbanama**	**YES**	Oct. 2, 9, 16, 23, 30 Nov. 6, 13, 20, 27 Dec. 4, 11, 18, 25 Jan. 1, 8, 15, 22 Feb 5, 12, 19, 26 Mar 5, 12, 19, 26 (every Friday)
10	**Russian**	**Nasha Gazetta**	**YES**	Oct. 1, 8, 15, 22, 29 Nov. 5, 12, 19, 26 Dec. 3, 10, 17, 24, 31 Jan. 7, 14, 21 Feb 4, 11, 18, 25 Mar 4, 11, 18, 25 (each Thursday)
11	**Spanish**	**El Popular**	**YES**	Oct. 2, 9, 16, 23, 30 Nov. 6, 13, 20, 27 Dec. 4, 11, 18, 25 Jan. 6, 13, 20, 27 Feb 5, 12, 19, 26 Mar 5, 12, 19, 26
12	**Tamil**	**Thamilar Senthamarai**	**NO**	Oct. 2, 9, 16, 23, 30 Nov. 6, 13, 20, 27 Dec. 4, 11, 18, 25 Jan. 6, 13, 20, 27 Feb 5, 12, 19, 26 Mar 5, 12, 19, 26 (each Friday)
13	**Somali**	**Somali Press**	**YES**	Oct. 2, 16, 30 Nov. 13, 27 Dec. 11, 25 Jan. 8 Feb 5, 19 Mar 5, 19
14	**Tigrinya**	**Meftih**	**YES**	Oct 2 Nov 6 Dec 4 Jan. 1 Feb 5 Mar 5 (1st Fri/month)
15	**Gujarati**	**Gujarati Express**	**YES**	Oct. 2, 9, 16, 23, 30 Nov. 6, 13, 20, 27 Dec. 4, 11, 18, 25 Jan. 1, 8, 15, 22 Feb 5, 12, 19, 26 Mar 5, 12, 19, 26 (every Friday)
16	**Hindi**	**Hindi Abroad**	**NO**	Oct. 6, 13, 20, 27 Nov. 3, 10, 17, 24 Dec. 1, 8, 15, 22, 29 Jan. 5,12, 19, 26 Feb 2, 9, 16, 23 Mar 2, 9, 16, 23 (each Tuesday)
17	**French**	**Nouvelle Arrivants**	**NO**	Nov. Dec. Jan. Feb. Mar. (Monthly)
18	**English**	**Newcomer Magazine**	**NO**	Nov. Dec. Jan. Feb. Mar. (Monthly)
19	**English**	**Pride**	**NO**	Oct. 7, 14, 21, 28 Nov. 4, 11, 18, 25 Dec. 2, 9, 16, 23, 30 Jan. 6,13, 20, 27 Feb 3, 10, 17, 24 Mar 3, 10, 17, 24
	Ottawa			
20	**Chinese**	**Canada China News**	**YES**	Oct. 2, 9, 16, 23, 30 Nov. 6, 13, 20, 27 Dec. 4, 11, 18, 25 Jan. 1, 8, 15, 22 Feb 5, 12, 19, 26 Mar 5, 12, 19, 26 (each Friday)
21	**Arabic**	**Al Hiyat Arabiya**	**NO**	Oct. 2, 9, 16, 23, 30 Nov. 6, 13, 20, 27 Dec. 4, 11, 18, 25 Jan. 1, 8, 15, 22 Feb 5, 12, 19, 26 Mar 5, 12, 19, 26 (each Friday)
22	**English**	**CanAsian Times**	**NO**	Oct. 3, 10, 17, 24, 31 Nov. 7, 14, 21, 28 Dec. 5, 12, 19, 26 Jan. 2, 9, 16, 23 Feb 6, 13, 20, 27 Mar 6, 13, 20, 27 (each Saturday)

STATISTICAL HIGHLIGHTS – October 1, 2009 to March 31, 2010

OVER 6.4 MILLION IMPRESSIONS

Newcomer Information Centre (NIC)

Toronto

- March/10 was the highest month on record for new and total clients served
- There was a 69% increase in new clients served in March/10 compared to December/09 and a 40% rise in November/09 compared to November/08
- In January/10 there was a 30% rise compared to December/09
- January and February 2010 posted a 19% increase compared to January and February of 2009
- March/10 showed a 63% increase in total clients served compared to December/09
- There was a 25% increase in November/09 compared to November/08 and a 34% rise in January/10 compared to December/09

Ottawa

- There was over 40% increase in new and repeat clients in October/09 when compared to October/08
- New clients served rose 50% in March/10 compared to December/09.
- Comparing January and February /10 to the same months in 2009 there was a 75% increase in total clients
- There was a 100% rise in new and repeat clients for December/09 compared to December/08

Peel

- There was over 100% increase in total clients served when comparing October/08 to October/09 and over 110% increase comparing November/08 to November/09.
- A 90% increase in total clients served was posted in March/10 compared to December/09 (March was highest month on record)
- New clients served showed a 50% rise in March/10 compared to March/09
- There was a 130% increase in new clients for March/10 compared to December/09 and 120% rise in October/09 compared to October/08

Findhelp information Services

211 Toronto

- There was an 18% increase in monthly calls in March/10 compared to February/10.
- Monthly calls showed a 3% rise in October/09 compared to September/09

211 Peel

- October/09 was the highest month on record for total monthly calls received.
- There was a 56% increase in monthly calls in October/09 when compared to October 2008.
- Monthly calls showed a 32% rise in March/10 compared to March/09 and February/10.

Settlement.Org - OCASI Website

- There was a 35% increase in monthly users for March/10 compared to December/09, and 15% in March/10 compared to February/10
- For unique users (first time users) there was a 40% increase in March/10 compared to December/09, and a 32% rise when comparing January/10 to December/09.
- The number of page views indicated a 28% rise in March/10 compared to October/09 and December/09, and 22% in November/09 compared to October/09.

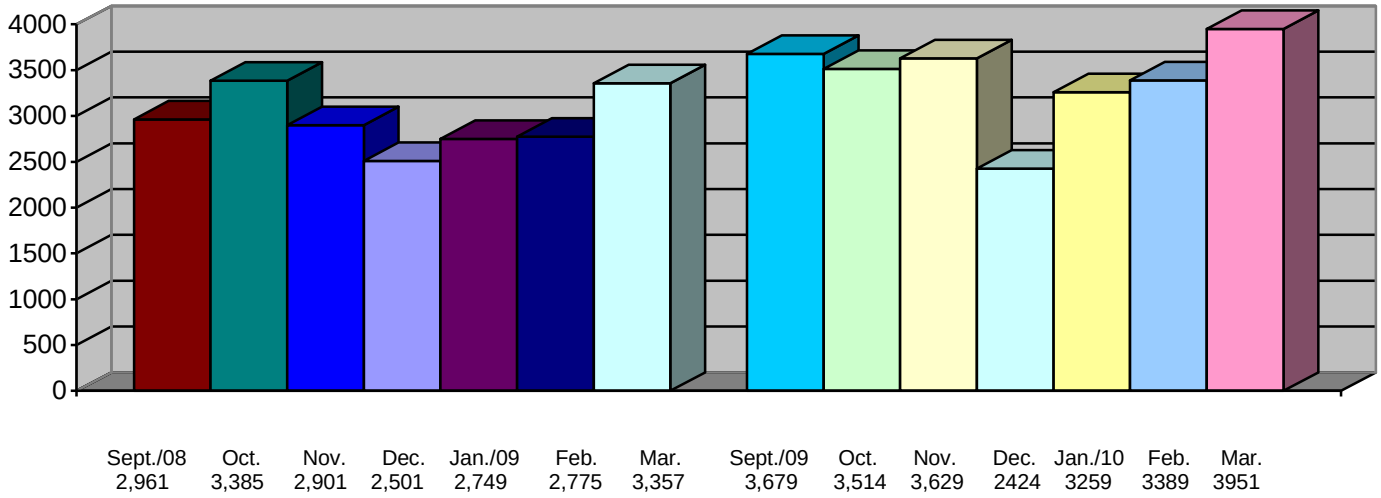
RESULTS – NEWCOMER INFORMATION CENTRES – Oct. 1 to Mar. 31/10

Ten Newcomer Information Centres were promoted in the ad and brochure - 3 in Toronto operated by the YMCA, 2 in Mississauga, 1 in Caledon, 1 in Oakville and 2 in Brampton operated by CET – Centre for Education and Training, and 1 in Ottawa operated by the YMCA (see Page 19, 20 and 21 for the Advertisement and Brochure).

For the campaign all NIC sites showed an increase (some dramatic) when compared year to year. March 2010 was the highest month on record for clients served at the Toronto and Peel NIC sites. The Ottawa NIC site posted a 70% increase in January/10 and the six sites operated by the Centre for Education and Training in Peel indicated a 110% increase in November/09.

YMCA OF GREATER TORONTO (3 NIC SITES) - TOTAL NEW & REPEAT CLIENTS

Sept.1/08 to Mar. 31/09 and Sept.1/09 to Mar.31/10



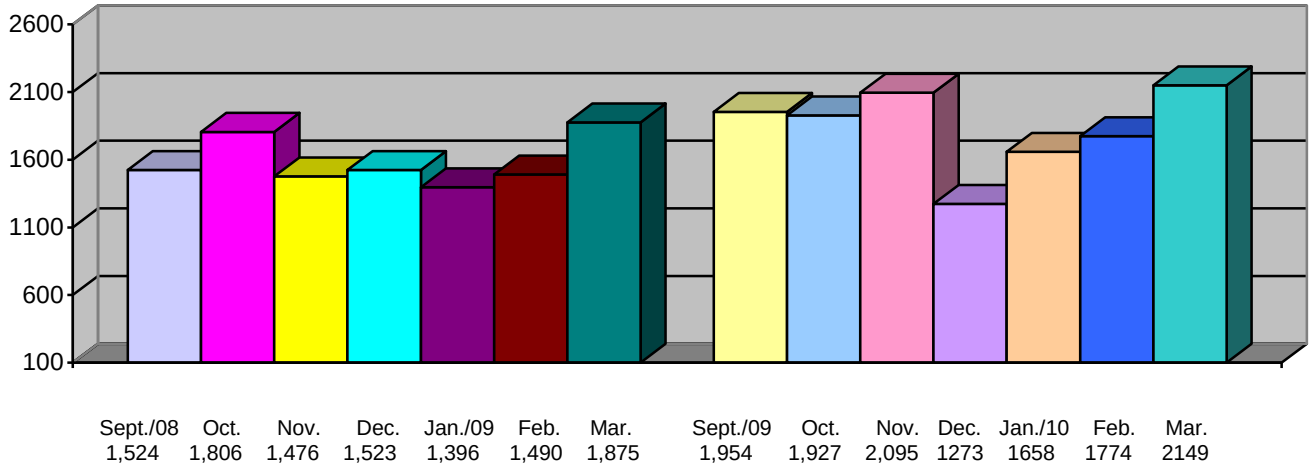
Statistics for total of <u>new and repeat clients</u> indicate an increase of:

- **63% in March/10 compared to December/09**
- **25% in November/09 compared to November/08**
- **34% in January/10 compared to December/09**
- **18% in January compared to January/09**
- **17% in March/10 compared to March/09**
- **March/10 was the highest month on record for total clients served (3,951)**

RESULTS – NEWCOMER INFORMATION CENTRES – Oct. 1 to Mar. 31/10 (cont'd)

YMCA OF GREATER TORONTO (3 NIC SITES) - TOTAL NEW CLIENTS

Sept.1/08 to Mar. 31/09 and Sept.1/09 to Mar.31/10



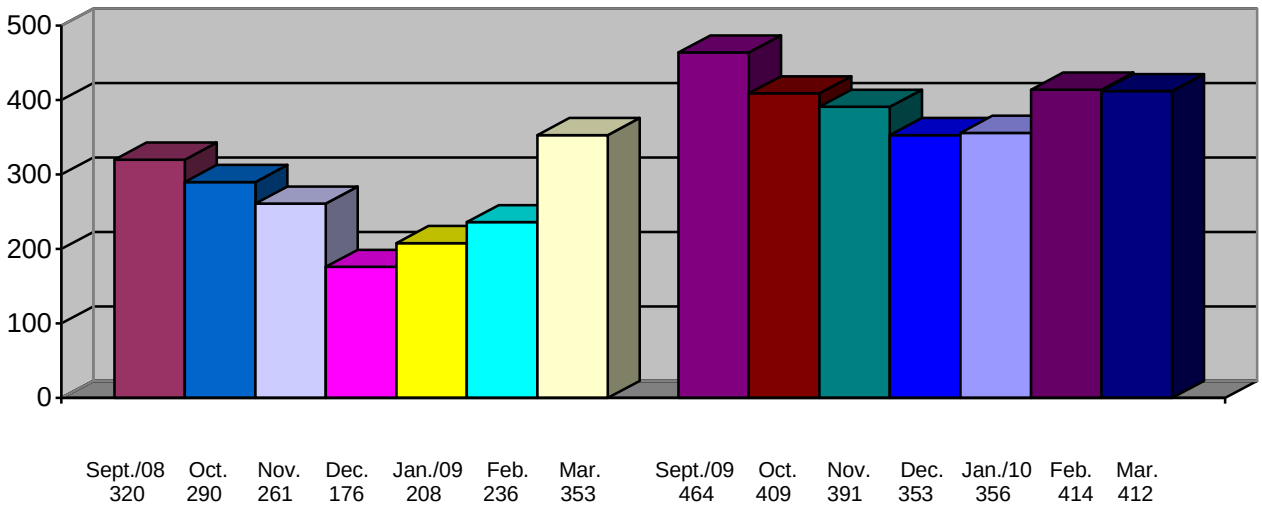
Statistics for total of <u>new clients</u> indicate an increase of:

- **69% in March/10 compared to December/09**
- **40% in November/09 compared to November/08**
- **30% in January/10 compared to December/09**
- **19% in January and February 2010 compared to January and February of 2009**
- **15% in March/10 compared to March/09**
- **10% in November/09 compared to October/09**
- **March/10 was the highest month on record for new clients served (2,149)**

RESULTS – NEWCOMER INFORMATION CENTRES – Oct. 1 to Mar. 31/10 (cont'd)

YMCA OF OTTAWA (1 NIC SITE) - TOTAL NEW AND REPEAT CLIENTS

Sept.1/08 to Mar. 31/09 and Sept.1/09 to Mar.31/10



Statistics for total of new and repeat clients indicate an increase of:

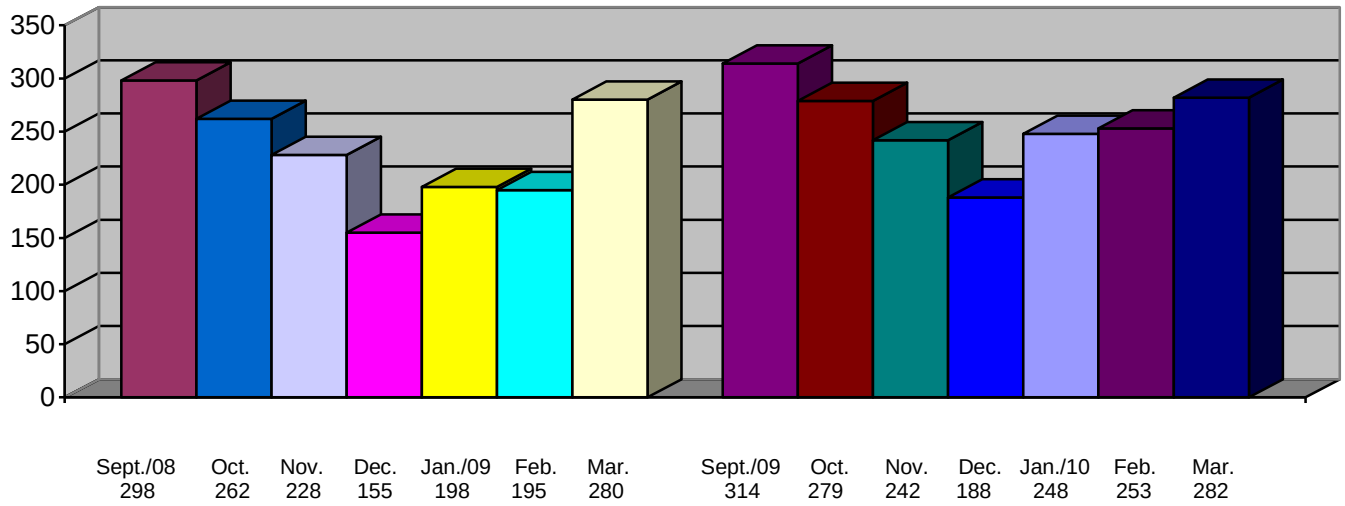
- **40% in October/09 compared to October/08**
- **50% in November/09 compared to November/08**
- **70% in January/10 compared to January/09**
- **75% in January and February 2010 compared to the same months in 2009**
- **100% in December/09 compared to December/08**
- **16% in February/10 compared to December/09 and January/10**
- **75% in February/10 compared to February/09**
- **17% in March/10 compared to March/09**

Note - 2008 was the first year of operation for the YMCA NIC site in Ottawa.

RESULTS – NEWCOMER INFORMATION CENTRES – Oct. 1 to Mar. 31/10 (cont'd)

YMCA OF OTTAWA (1 NIC SITE) - TOTAL NEW CLIENTS

Sept.1/08 to Mar. 31/09 and Sept.1/09 to Mar.31/10



Statistics for total of <u>new clients</u> indicate an increase of:

- **12% in March/10 compared to February/10**
- **50% in March/10 compared to December/09**
- **25% in January and February 2010 compared to the same months in 2009**
- **34% in February/10 compared to December/09**

RESULTS – NEWCOMER INFORMATION CENTRES – Oct. 1 to Mar. 31/10 (cont'd)

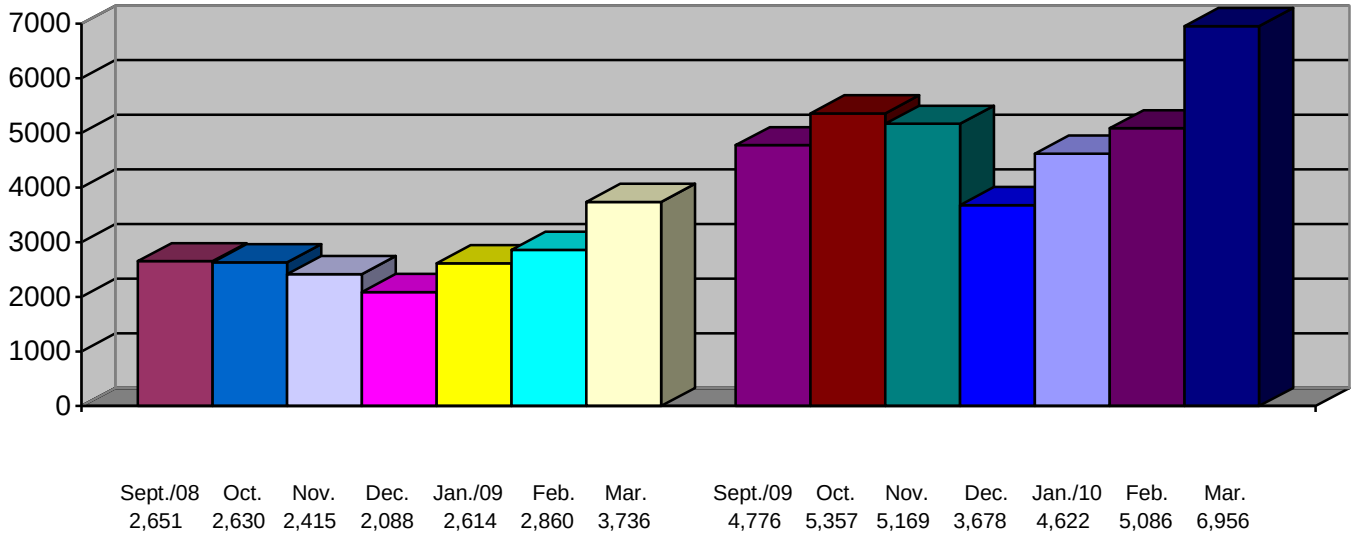
CENTRE FOR EDUCATION AND TRAINING

(6 NIC SITES – 2 in Mississauga, Brampton East, Brampton South, Caledon and Oakville)

(2 itinerant locations - 1 day at "Place of worship" and 3 days at Meadowvale Library)

TOTAL NEW AND REPEAT CLIENTS

Sept.1/08 to Mar. 31/09 and Sept.1/09 to Mar.31/10



Sept./08	Oct.	Nov.	Dec.	Jan./09	Feb.	Mar.	Sept./09	Oct.	Nov.	Dec.	Jan./10	Feb.	Mar.
2,651	2,630	2,415	2,088	2,614	2,860	3,736	4,776	5,357	5,169	3,678	4,622	5,086	6,956

Statistics for total of <u>new and repeat clients</u> indicate an increase of:

- **90% in March/10 compared to December/09 (<u>March was highest month on record</u>)**
- **110% in November/09 compared November/08**
- **12% in October compared to September/09 (month before the campaign)**
- **31% from December/09 to January/10, 14% from January/10 to February/10 and a 50% from December/09 to February/10.**
- **2009 was the first full year of operation for the Malton NIC site. The Oakville site officially opened January 2010.**

Note – CET explained that the dramatic increase in clients served from year to year is a possible result of the partnerships they have built with other Service Provider Organizations. In 2010 CET hired a facilitator and has a full time itinerant worker allowing for more settlement information sessions to be held, which have proven to be very high in demand.

RESULTS – NEWCOMER INFORMATION CENTRES – Oct. 1 to Mar. 31/10 (cont'd)

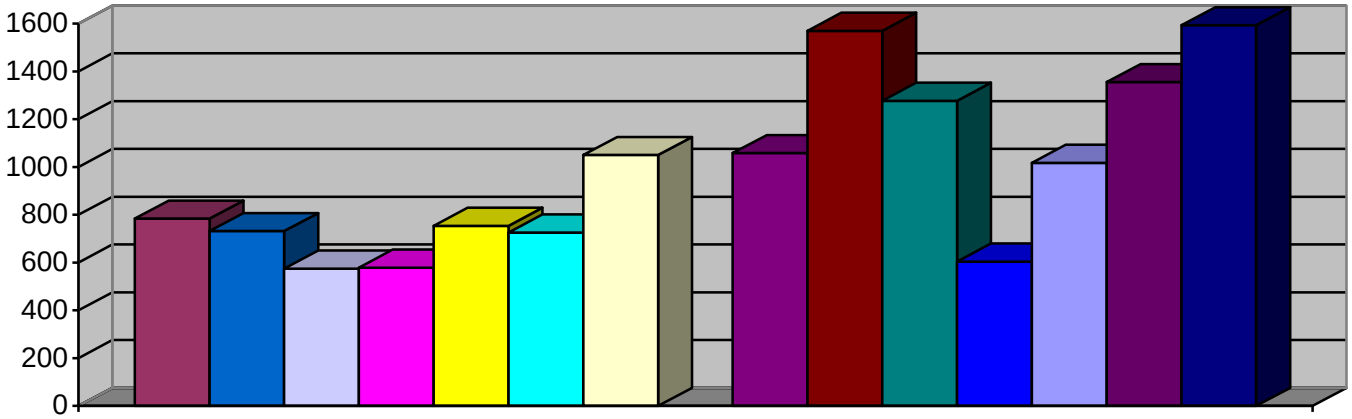
CENTRE FOR EDUCATION AND TRAINING

(6 NIC SITES – 2 in Mississauga, Brampton East, Brampton South, Caledon and Oakville)

(2 itinerant locations - 1 day at "Place of worship" and 3 days at Meadowvale Library)

TOTAL NEW CLIENTS

Sept.1/08 to Mar. 31/09 and Sept.1/09 to Mar.31/10



Sept./08	Oct.	Nov.	Dec.	Jan./09	Feb.	Mar.	Sept./09	Oct.	Nov.	Dec.	Jan./10	Feb.	Mar.
784	732	575	579	754	726	1,050	1,058	1,570	1,277	604	1,017	1,355	1,593

Statistics for total of <u>new clients</u> indicate an increase of:

- **50% in March/10 compared to March/09**
- **130% comparing March/10 to December/09**
- **49% in October compared to September/09**
- **120% in October/09 compared to October/08**
- **67% from December/09 to January/10, 31% from January/10 to February/10 and 18% from February/10 to March/10.**

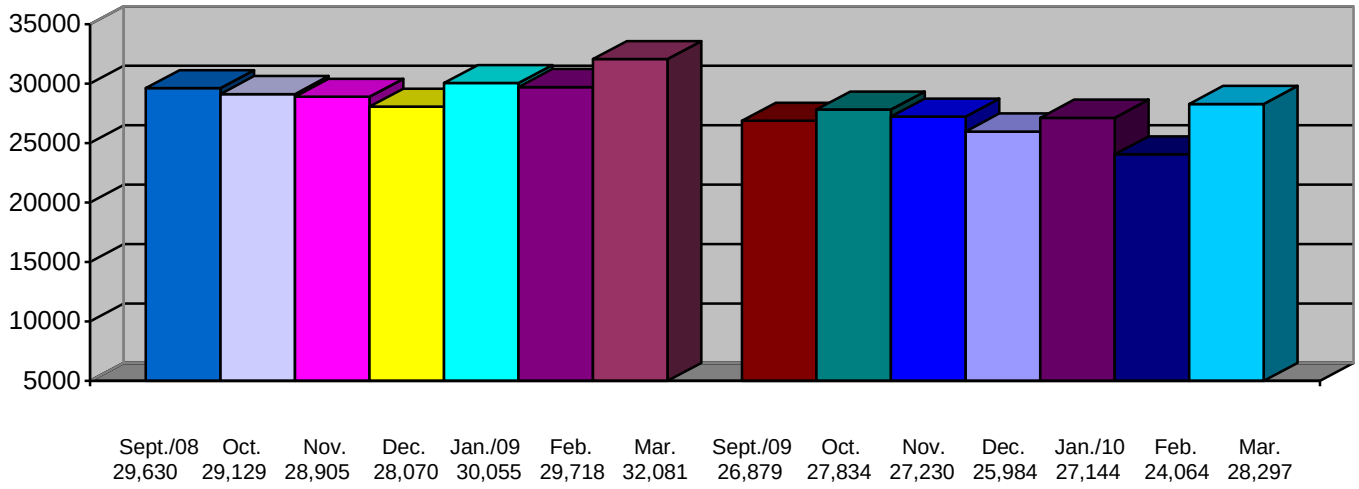
Note – CET conducted their own promotional activities during the campaign period which included a mailing to two targeted neighbourhoods as well as installing information booths at 4 community centres. There were also 8 radio spots produced in Urdu and Punjabi running twice a day from end of February to end of beginning of April, 2010.

RESULTS – Findhelp Information Services (211 Toronto & 211 Peel) – Oct. 1 to Mar. 31/10

Results for 211 Toronto were relatively flat with the exception of February/10 which rose 18% when compared to March/10. For 211 Peel, October/10 was the highest month on record. It showed an increase of 56% when compared to October/08. March/10 posted a 32% increase compared to February/10. 2009 marked the full first year of operations for 211 Peel.

211 TORONTO TOTAL MONTHLY CALLS RECEIVED

Sept.1/08 to Mar. 31/09 and Sept.1/09 to Mar.31/10



Statistics for total monthly calls indicate an increase of:

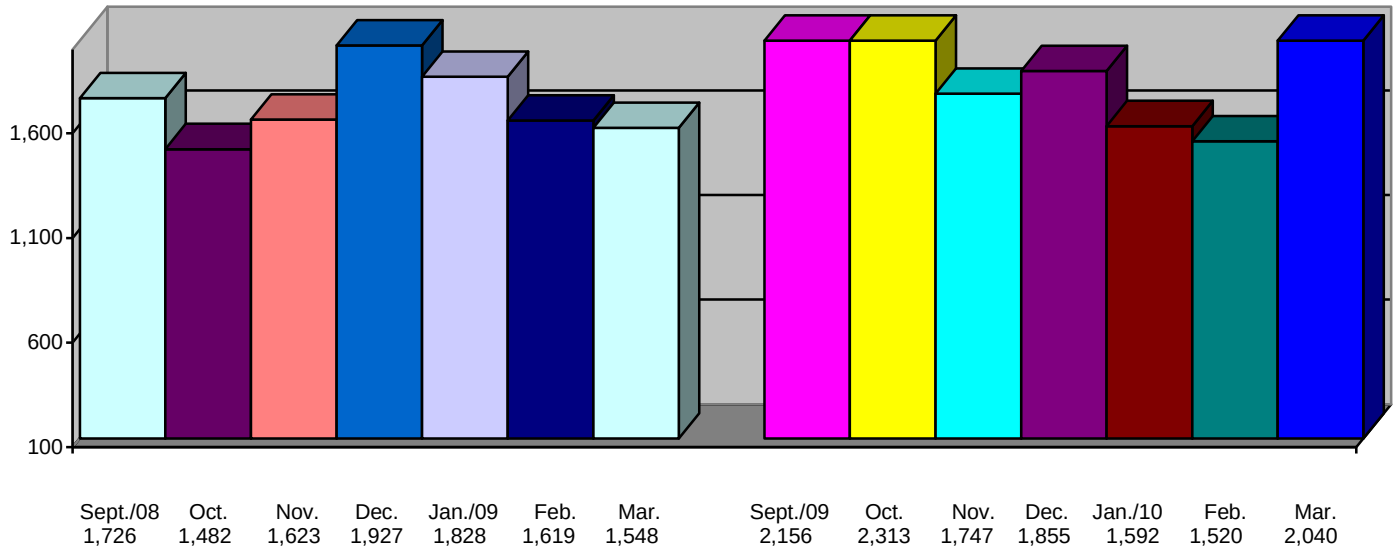
- **18% in March/10 compared to February/10**
- **3% comparing October/09 to September/09 (month before the campaign began)**
- **Number of monthly calls received at 211 Toronto were relatively flat when comparing month to month of the campaign**

Note – Bell re-aligned the catchment area in 2008 and as a result 211 Toronto dropped a significant number of calls because they now fell outside the area. 211 Peel has benefited most from this re-alignment.

RESULTS–Findhelp Information Services (211 Toronto & 211Peel) – Oct. 1 to Mar. 31/10 (cont'd)

211 PEEL TOTAL MONTHLY CALLS RECEIVED

Sept.1/08 to Mar. 31/09 and Sept.1/09 to Mar.31/10



Statistics for total monthly calls indicate an increase of:

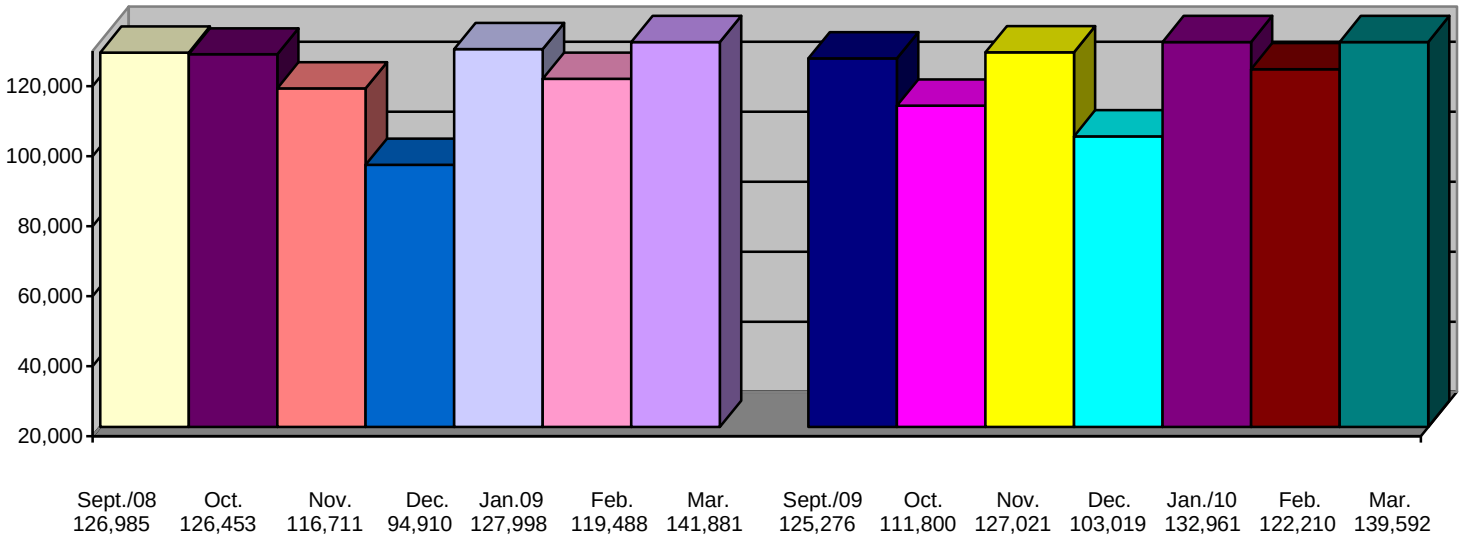
- **56% in October/09 compared to October/08 (Oct./09 was highest month on record)**
- **32% in March/10 compared to March/09 and February/10**
- **8% in November/09 compared to November/08**

Note – 211 Peel was launched in May 2008. 2009 marked its first full year of operations.

RESULTS - OCASI'S WEBSITE SETTLEMENT.ORG – Oct. 1 to Mar. 31/10

OCASI (Ontario Council of Agencies Serving Immigrants) launched the re-design of their website www.settlement.org in October 2009. During the website re-launch there was a 5 day period where statistics were not recorded resulting in a drop in overall numbers in October/09. However the numbers rebounded in November 2009. When comparing March/10 to December/09, total monthly users rose 35%, unique users (first time users) increased 40% and page views rose 28%.
(Note – OCASI produced and ran a TV and radio ad from October to December 2009.)

TOTAL MONTHLY USERS – (Sept./08- Mar./09 and Sept./09 – Mar./10)



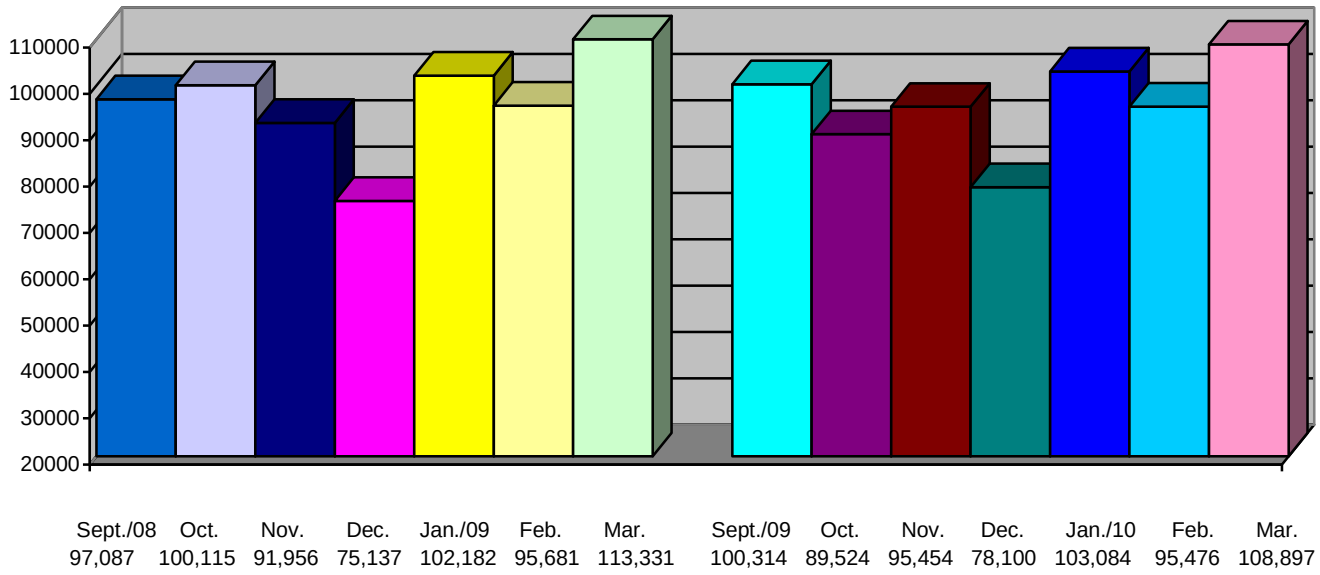
Statistics for total monthly users indicate an increase of:

- **35% in March/10 compared to December/09**
- **15% in March/10 compared to February/10**
- **13% in November compared to October/09**
- **9% in November/09 compared to November/08**

Note – The decline in numbers for the month of October/09 is the result of the launch of the re-designed website (www.settlement.org). During the transition there was approximately 5 days when statistics were not recorded.

RESULTS – OCASI'S WEBSITE SETTLEMENT.ORG – Oct. 1 to Mar. 31/10 (cont'd)

UNIQUE USERS (first time users) (Sept./08- Mar./09 and Sept./09 – Mar./10)



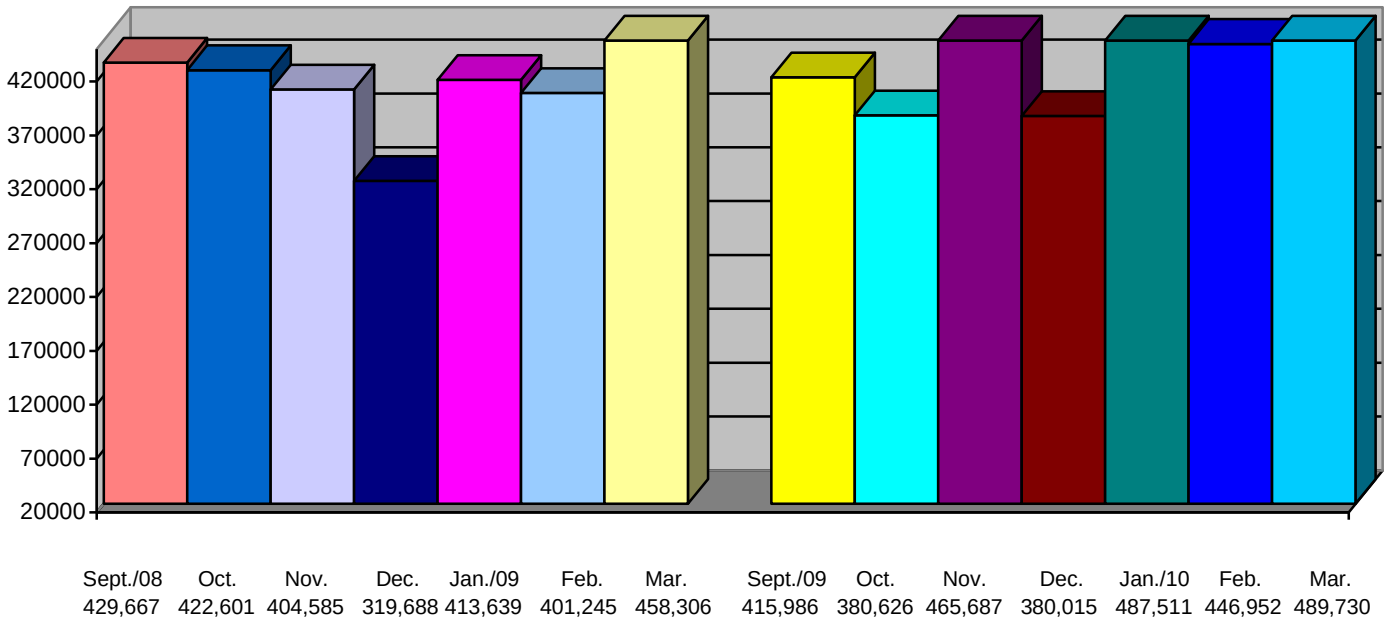
Statistics for <u>unique users (first time users)</u> indicate an increase of:

- **40% in March/10 compared to December/09**
- **32% comparing January/10 to December/09**
- **14% in March/10 compared to February/10**
- **7% November compared to October/09**
- **4 % in November/09 compared to November/08**

RESULTS - OCASI'S WEBSITE SETTLEMENT.ORG – Oct. 1 to Mar. 31/10 (cont'd)

TOTAL NUMBER OF PAGE VIEWS PER MONTH (Sept./08- Mar./09 and Sept./09 – Mar./10)

Note – Page views are the number of actual pages viewed and are a more accurate determination of viewers than number of site "hits".



Statistics for page views per month indicate an increase of:

- **28% in March/10 compared to October/09 and December/09**
- **22% in November/09 compared to October/09**
- **18% in December/09 compared to December/08**
- **17% in January/10 compared to January/09**
- **15% in November/09 when compared to November/08**
- **12% in November/09 compared to September/09 (month before campaign)**
- **11% in February compared to February/09**

FINAL COMMENTS AND RECOMMENDATIONS

The final statistical results of this fifth campaign are positive with the Newcomer Information Centres showing the best results, Findhelp Information Services showing flat to moderate increases, while OCASI's website settlement.org posted considerable gains. Factors influencing the results were a change in the in calling area for 211 Toronto, the re-design and launch of OCASI's website settlement.org and the increase in sites of Newcomer Information Centres operated by Centre for Education and Training in Peel.

For the next print campaign Jangles Productions recommends the following:

- Begin the campaign in February and conclude the end of May.
  (Spring has proven to be the most optimum time to reach newcomers.)
- Expand the language/ethnic reach to include Vietnamese, Tagalog and French.
- Expand the number of publications to include Vietnamese, Tagalog and French as well as adding other newspapers for Arabic, Russian and Chinese.
- Match promotional expansion to expansion of 211 services and Newcomer Information Centres to other Ontario cities (i.e. London, Hamilton, etc.).
- Continue the complimenting TV, Radio and internet ad campaign ("Newcomer Leaf" 30 second spot) for the duration of the print campaign (if not already running).

This strategy of communicating with newcomers in their first language by targeting ethnic communities at the "grass-roots" level has proven itself over and over again as an effective means of reaching immigrants. Jangles Productions recommends Citizenship and Immigration Canada continues this campaign on a yearly basis. At the conclusion of this fifth campaign this approach of advertising directly to newcomers in their first language and in the communities where they live has proven itself as a successful method of promoting newcomer services.

If there are any questions regarding this campaign and/or this final report please contact:

Mark Jacot
Jangles Productions
markjacot@jangles.ca
416-537-9411

APPENDIX "A" – (ADVERTISEMENT)

APPENDIX "B" – (BROCHURE - OUTSIDE)

APPENDIX "B" – (BROCHURE - INSIDE)