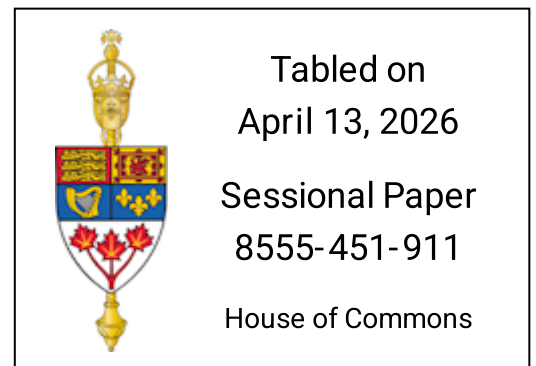

Question

With regard to government advertising campaigns abroad, including those run by or funded by any government department, agency or Crown corporation, since January 1, 2022: what are the details of each campaign, including the (i) purpose of the campaign, (ii) description of the campaign message, (iii) cost or estimated cost of the campaign, (iv) itemized breakdown of the costs, (v) start and end dates, (vi) names of the countries which the campaign ran in, (vii) types of media advertisements used (radio, television, internet ads, podcast sponsorship, etc.)?

Response

This response was tabled in the House of Commons on April 13, 2026, as Sessional Paper 8555-451-911.



Order/Address of the House of Commons

Question number
Q-911

Asked by
Andrew Lawton (Elgin—St. Thomas—
London South)

Date asked
February 25, 2026

Presented by

Sherry Romanado

Parliamentary Secretary to
the Minister of National

Instructions and Template

Instructions dated February 27, 2026

Question: Q-911²

Member: Andrew Lawton (Elgin—St. Thomas—London South)

Instructions

These instructions are intended to be used by organizations assigned to produce a response in order to 1) provide a uniform government-wide interpretation of a question; 2) reference relevant government policies or documents; 3) present information in a consistent manner. Should an organization determine that the Privy Council Office instructions require clarification or additional guidance in order to ensure completeness of the response; the organization is encouraged to notify Privy Council Office.

Period

From January 1, 2022 to February 25, 2026.

All Departments (including Special Operating Agencies), Agencies and Crown Corporations

Organizations are required to provide a response regarding government advertising campaigns abroad.

Template

Organizations that have information are required to complete the following template.

what are the details of each campaign, including the:

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the campaign ran in	(vii) types of media advertisements used

Reply by: the Minister of Justice and Attorney General of Canada and Minister responsible for the Atlantic Canada Opportunities Agency

Name of Signatory: The Honourable Sean Fraser

Reply

Atlantic Canada Opportunities Agency

The Atlantic Canada Opportunities Agency did not run or fund any government advertising campaigns abroad from January 1, 2022 to February 25, 2026.

Canada Revenue Agency

Reply by: The Secretary of State (Canada Revenue Agency and Financial Institutions)

Name of Signatory: The Honourable Wayne Long

Reply

Canada Revenue Agency

With respect to the above noted question, what follows is the response from the Canada Revenue Agency for the time period of January 1, 2022, to February 25, 2026 (that is, the date of the question).

The Canada Revenue Agency has not advertised abroad during the period in question.

Canadian Northern Economic Development Agency

Reply by: the Minister of Northern and Arctic Affairs and Minister responsible for the Canadian Northern Economic Development Agency

Name of Signatory: Brendan Hanley

Reply

Canadian Northern Economic Development Agency

The Canadian Northern Economic Development Agency has nothing to report.

Women and Gender Equality Canada

Reply by: the Minister of Women and Gender Equality and Secretary of State (Small Business and Tourism)

Name of Signatory: Marie-Gabrielle Ménard

Reply:

Women and Gender Equality Canada

The Department for Women and Gender Equality Canada has not conducted any advertising campaigns abroad since January 1, 2022.

Agriculture and Agri-Food Canada

Reply by: the Minister of Agriculture and Agri-Food

Name of Signatory: The Honourable Heath MacDonald, PC, MP

Reply

Agriculture and Agri-Food Canada

Agriculture and Agri-Food Canada did not run or fund any advertising campaigns abroad during the period of January 1, 2022, to February 25, 2026.

Canadian Grain Commission

The Canadian Grain Commission did not run or fund any advertising campaigns abroad during the period of January 1, 2022, to February 25, 2026.

Farm Products Council of Canada

The Farm Products Council of Canada did not run or fund any advertising campaigns abroad during the period of January 1, 2022, to February 25, 2026.

Canadian Dairy Commission

The Canadian Dairy Commission did not run or fund any advertising campaigns abroad during the period of January 1, 2022, to February 25, 2026.

Farm Credit Canada

Farm Credit Canada did not run or fund any advertising campaigns abroad during the period of January 1, 2022, to February 25, 2026.

Canadian Heritage

Reply by: the Minister of Canadian Identity and Culture and Minister responsible for Official Languages

Name of Signatory: The Honourable Marc Miller

Reply

Canadian Heritage

Since January 1, 2022, the department of Canadian Heritage has not run or funded any advertising campaigns abroad.

Canadian Radio-television and Telecommunications Commission

Since January 1, 2022, this organization has not run or funded any advertising campaigns abroad.

Library and Archives Canada

Since January 1, 2022, this organization has not run or funded any advertising campaigns abroad.

National Battlefields Commission

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the campaign ran in	(vii) types of media advertisements used
Increased touristic and local awareness	Promotion of exhibitions at the Plains of Abraham Museum	\$999.70	Online media purchase	2021-04-01	2022-03-31	Note 1	Facebook and Google
Increased touristic and local awareness	Promotion of group activities at the Plains of Abraham Museum	\$999.84	Online media purchase	2021-04-01	2022-03-31	Note 1	Facebook and Google
Increased touristic and local awareness	Promotion of activities at the Plains of	\$6,242.90	Online media purchase	2021-04-01	2022-03-31	Note 1	Facebook and Google

	Abraham Museum						
Increased touristic and local awareness	Promotion of exhibitions at the Plains of Abraham Museum	\$1,443.58	Online media purchase	2022-04-01	2023-03-31	Note 1	Facebook and Google
Increased touristic and local awareness	Promotion of group activities at the Plains of Abraham Museum	\$509.15	Online media purchase	2022-04-01	2023-03-31	Note 1	Facebook and Google
Increased touristic and local awareness	Promotion of activities at the Plains of Abraham Museum	\$2,809.55	Online media purchase	2022-04-01	2023-03-31	Note 1	Facebook and Google
Increased touristic and local awareness	Promotion of activities at the Plains of Abraham Museum	\$1,027.42	Online media purchase	2023-04-01	2023-07-06	Note 1	Facebook and Google
Increased touristic and local awareness	Promotion of the Plains of Abraham	\$3,774.00	Online media purchase	2025-01-15	2025-03-31	Note 1	Meta platform and Google
Increased touristic and local awareness	Promotion of activities at the Plains of Abraham Museum	\$3,251.00	Online media purchase	2025-02-01	2025-03-31	Note 1	Meta platform and Google
Increased touristic and local awareness	Promotion of exhibitions at the Plains of Abraham Museum	\$791.00	Online media purchase	2025-03-01	2025-03-31	Note 1	Meta platform and Google
Increased touristic and local awareness	Promotion of group activities at the Plains of Abraham Museum	\$2,693.00	Online media purchase	2025-03-01	2025-03-31	Note 1	Meta platform and Google
Increased touristic and local awareness	Promotion of exhibitions at the Plains of	\$18,447.00	Online media purchase	2025-04-01	2026-02-25	Note 1	Meta platform

local awareness	Abraham Museum						
Increased touristic and local awareness	Promotion of group activities at the Plains of Abraham Museum	\$5,200.00	Online media purchase	2025-04-01	2026-02-25	Note 1	Google

Note 1: Online advertising campaigns, available in any country.

National Film Board of Canada

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the campaign ran in	(vii) types of media advertisements used
2022 Oscars Campaign	A promotional strategy aimed at persuading voting members of the Academy to secure an Oscar nomination. Among the films shortlisted and supported for the 94th edition of the Oscars Ceremony: Bad Seeds, Hide, and Affairs of the Art.	\$20,484.90	\$508.48 Asifa-Hollywood - Advertising for Oscars \$1,695.15 Hazmat Media Inc. - Advertising for Oscars \$2,541.02 Advertising for the Oscars \$3,185.03 Website Advertising for Oscars - Affairs of the Art \$7,389.00 Carton Brew \$1,284.70 Animation Guild - Advertising for Oscars \$643.35 STK*Shutterstock \$1,352.94 Animation World Network \$628.41 Website Advertising	2022-01-12	2022-03-25	United States	Online advertising in specialized magazines and email eblast campaigns.

			Oscars - Hide \$628,41 Website Advertising Oscars - Affairs of the Art \$628.41 Website Advertising Oscars - Bad Seeds				
2023 Oscars Campaign	A promotional strategy aimed at persuading members of the Academy to secure an Oscar nomination. Among the films shortlisted and supported that year: The Flying Sailor. The film was nominated for Best Animated Short Film at the 95th ceremony of the Academy Awards.	\$11,887.36	\$2,727.22 Animation Magazine \$952.21 Publicity campaign Oscars - shortlist \$3,352.53 Animation World Network \$569.72 Email eblast - Perfecting the Art of Longing for Academy \$2,865.33 Cartoon Brew \$1,420.35 Animation Magazine	2022-12-05	2023-02-17	United States	Online advertising in specialized magazines and email eblast campaigns.
2024 Oscars Campaign	A promotional strategy aimed at positioning the animated film Harvey with members of the Academy of Motion Picture Arts and Sciences.	\$6,965.00	\$2,947.67 Brew Cartoon \$1,339.91 Animation World Network \$2,677.42 Animation Magazine	2023-11-15	2024-02-02	United States	Online advertising in specialized magazines and email eblast campaigns.
Promote the international digital release of 7 Beat Per Minutes	Purchase of an e-blast newsletter sent to a broad audience.	\$4,402.23	Media Advertising in Variety's Rotterdam	2024-03-04	2024-04-04	Not applicable	Media advertising, email eblast

<p>2025 Oscars Campaign</p>	<p>A promotional strategy aimed at persuading voting members of the Academy to secure a shortlist placement at the Academy Awards. Among the films shortlisted and supported that year: Maybe Elephant (a co-production).</p>	<p>\$34,355.93</p>	<p>\$2,885.36 The Animation Magazine \$1,053.15 Hazmat Media - Advertising for Oscars \$3,025.07 Cartoon Brew \$19,50 Animation World Network \$1,060.20 Email Blast - Voting members of the Oscars Academy \$4,257.03 Animation World Network \$1,059.75 Hazmat Media - Advertising for Oscars \$2,510.92 Cartoon Brew \$1,075.73 Email Blast - Voting members of the Oscars Academy \$1,419.30 Hazmat Media - Advertising for Oscars \$1,075.50 Email Blast - Voting members of the Oscars Academy \$3,011.40 Publication in Animation Magazine \$2,911.10 Publication in Animation Magazine \$1,079.63 Email Blast - Voting members of the Oscars Academy \$4,309.83 Animation World Network</p>	<p>2024-11-08</p>	<p>2025-02-19</p>	<p>United States</p>	<p>Online advertising in specialized magazines and email eblast campaigns.</p>
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			\$2,568.83 Email blast of January 3, 2025 \$1,033.63 Email Blast - Asifa-Hollywood				
2025 Annecy International Animation Film Festival	A promotional strategy aimed at promoting the films nominated at the Annecy International Animation Film Festival: The girl who cried pearls, Bread Will Walk, and Hairy Legs.	\$9,815.83	2 publications in Variety eshow dailies	2025-06-08	2025-06-10	France	Sponsored article in Variety's Eshow Dailies magazine.
2026 Oscars Campaign	A promotional strategy aimed at persuading members of the Academy to secure an Oscar nomination. Among the films shortlisted and supported that year: The girl who cried pearls. The film was nominated for Best Animated Short Film at the 98th ceremony of the Academy Awards.	\$95,663.85	\$3,961.08 Animation Magazine publication \$3,386.29 Cartoon Brew \$1,333.23 Email Blast - Voting members of the Oscars Academy \$3,893.65 The Animation Show Case \$3,455.18 The Animation Magasine phase 2 \$2,423.22 HS Animation \$2,780.14 Promotion : 2 sponsored articles, Banner placement, eblast an social media promotion \$2,728.94 Animation World Network \$6,855.85 Film Independant Inc - Email eblast	2025-11-05	2026-03-02	United States	Online advertising in specialized magazines and email eblast campaigns.

			advertisement of the film The girl who cried pearls \$3,222.25 Vision Digital Corporation - Email eblast advertisement of the film The girl who cried pearls \$2,050.01 In Creative Cie - Email eblast advertisement of the Oscars \$3,690.01 Animation Magazine publication \$28,487.00 The Animation Showcase \$27,397.00 Variety - Virtual interview				
Promote the international digital release of Any Other Way: The Jackie Shane Story via Letterboxd, a film discovery application.	Rent or buy the film on Amazon Prime Video.	\$5,000.00	Letterboxd	2026-02-15	2026-02-28	United States, Australia, United Kingdom	Letterboxd's Display Banners

Canada Council for the Arts

Since January 1, 2022, this organization has not run or funded any advertising campaigns abroad.

Ingenium – Canada’s Museums of Science and Innovation

Since January 1, 2022, this organization has not launched any advertising campaigns abroad.

CBC/Radio-Canada

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the campaign ran in	(vii) types of media advertisements used
Press relations for the international distribution of the series <i>Après</i> to help promote the series and generate interest among international buyers.	Press relations, announcement of an agreement with the <i>Topic</i> platform for the distribution of the series <i>Après</i> in the United States	Note 1	Note 1	2022-03-01	2022-03-31	Global	Press Release (Digital)

Note 1: CBC/Radio-Canada has two types of advertising budgets: one for the promotion of individual programs, and the other is to support its corporate activities (consultations, public assemblies, etc.).

The Corporation's advertising budgets related to the promotion of individual programs, which can include the purchasing of promotional items, is competitive and sensitive third party information, protected under the *Access to information Act*, Section 18.

Canadian Museum for Human Rights

Since January 1, 2022, this organization has not run or funded any advertising campaigns abroad.

Canadian Museum of History

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the campaign ran in	(vii) types of media advertisements used
Promote the Museum of History as an attraction	Position the Canadian Museum of History as a must-see attraction to discover	\$662.00	Ongoing visibility for 1 year	Year 2022	Year 2022	France and Belgium French European market	Web site Le Petit Fûté

	Canadian history.						
Promote the Museum of History as an attraction	Position the Canadian Museum of History as a must-see attraction to discover Canadian history.	\$1,592.00	Ongoing visibility for 1 year	Year 2022	Year 2022	France and Belgium French European market	Print magazine - Québec le Mag
Promote the Museum of History and War Museum as attractions	Position the Canadian Museum of History and the Canadian War Museum as must-see attractions to discover Canadian history.	\$3,800.00	Ongoing visibility for 1 year	Year 2022	Year 2022	Multiple distribution points in the United-States and United Kingdom	Print magazine - Travel Guides to Canada
Promote the Museum of History as an attraction	Position the Canadian Museum of History as a must-see attraction to discover Canadian history.	\$1,032.00	Ongoing visibility for 1 year	Year 2023	Year 2023	France and Belgium French European market	Web site Le Petit Fûté
Promote the Museum of History and War Museum as attractions	Position the Canadian Museum of History and the Canadian War Museum as must-see attractions to discover Canadian history.	\$7,000.00	Ongoing visibility for 1 year	Year 2023	Year 2023	Multiple distribution points in the United-States and United Kingdom	Print magazine - Travel Guides to Canada
Promote the Museum of History as an attraction	Position the Canadian Museum of History as a must-see	\$2,616.00	Ongoing visibility for 1 year	Year 2023	Year 2023	France and Belgium French European market	Print magazine - Québec le Mag

	attraction to discover Canadian history.						
Promote the Museum of History as an attraction	Position the Canadian Museum of History as a must-see attraction to discover Canadian history.	\$1,504.00	Ongoing visibility for 1 year	Year 2024	Year 2024	France and Belgium French European market	Web site Le Petit Fûté
Promote the Museum of History and War Museum as attractions	Position the Canadian Museum of History and the Canadian War Museum as must-see attractions to discover Canadian history.	\$7,000.00	Ongoing visibility for 1 year	Year 2024	Year 2024	Multiple distribution points in the United-States and United Kingdom	Print magazine - Travel Guides to Canada
Promote the Museum of History as an attraction	Position the Canadian Museum of History as a must-see attraction to discover Canadian history.	\$2,616.00	Ongoing visibility for 1 year	Year 2024	Year 2024	France and Belgium French European market	Print magazine - Québec le Mag
Promote the Museum of History as an attraction	Position the Canadian Museum of History as a must-see attraction to discover Canadian history.	\$2,304.00	Ongoing visibility for 1 year	Year 2025	Year 2025	France	Print magazine - Québec le Mag
Promote the Museum of History and War	Position the Canadian Museum of History and the Canadian War	\$10,990.00	Ongoing visibility for 1 year	Year 2025	Year 2025	Multiple distribution points in the United-States and	Print magazine - Travel Guides to Canada

Museum as attractions	Museum as must-see attractions to discover Canadian history.					United Kingdom	
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Canadian Museum of Immigration at Pier 21

Since January 1, 2022, this organization has not launched any advertising campaigns abroad.

Canadian Museum of Nature

Since January 1, 2022, this organization has not launched any advertising campaigns abroad.

National Arts Centre

The information requested is not readily available in the organization's tracking systems. An extensive manual search would be necessary in order to provide a comprehensive response. This operation cannot be completed within the allotted timeframe.

National Gallery of Canada

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the campaign ran in	(vii) types of media advertisements used
Promoting an exhibition catalogue for <i>General Idea</i>	Visual of the catalogue, exhibitions dates, with link to purchase book online	\$5,411.76 USD	Full-page magazine publication	2022-08-31	2022-09-30	United States	<i>Artforum</i> magazine
Ongoing promotion of online magazine articles	Description of the article, image, with link to the article on the Gallery's website	\$1,662.50	Digital advertisement on Meta	2022-01-01	2026-02-25	United States, Canada, France, Belgium	Meta digital advertisement and 194 boosted social media posts

Telefilm Canada

The information requested is not readily available in the organization's tracking systems. An extensive manual search would be necessary in order to provide a comprehensive response. This operation cannot be completed within the allotted timeframe.

Canadian Race Relations Foundation

Since January 1, 2022, this organization has not launched any advertising campaigns abroad.

Canadian Conservation Institute

Information as it may relate to the work of this special operating agency is reported under the response from the Department of Canadian Heritage.

Canadian Heritage Information Network

Information as it may relate to the work of this special operating agency is reported under the response from the Department of Canadian Heritage.

Immigration, Refugees and Citizenship Canada

Reply by: the Minister of Immigration, Refugees and Citizenship

Name of Signatory: Peter Fragiskatos, M.P.

Reply

Immigration, Refugees and Citizenship Canada

*Other refers to expenses that are protected as business confidential under the terms of our contract with the agency of record for the Government of Canada. The agency of record provides competitive pricing on advertising and revealing those prices could harm the agency of record's competitive advantage in the marketplace.

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the campaign ran in	(vii) media use
Express Entry 2021–2022: Increase the overall percentage of French speakers among people	Promotional messages encouraging French speakers	\$1,673,134.98	Digital: \$1,131,825.64	February 21, 2022	March 31, 2022	Cameroon, Algeria, France, Mauritius,	Digital marketing

<p>immigrating to Canada in order to support the economic development of Francophone minority communities outside Quebec and to address shortages in the Canadian workforce and help grow Canada's economy.</p>	<p>to visit the campaign website to learn why they should choose Canada for immigration.</p>		<p>Search engine marketing: \$425,335.18 Other*: \$115,974.16</p>			<p>Morocco, United Arab Emirates, Tunisia, Belgium, Madagascar, New Caledonia, French Polynesia, Senegal, Ivory Coast, Djibouti, Luxembourg, Rwanda, Switzerland, Seychelles, Réunion, Martinique, Guadeloupe</p>	
<p>Irregular Migration 2022–2023: Provide information/ correct misinformation about Canada's immigration pathways by: clarifying the limits of electronic travel authorizations and study permits; countering false information about the asylum system; and warning people about the dangers and consequences of irregular migration.</p>	<p>Fact-based messages about Canada's immigration system included:</p> <ul style="list-style-type: none"> • An electronic travel authorization or a job offer is not enough to work in Canada, you need a work visa. • Consultants can't guarantee visas or fast-track approvals. Their bad advice can get you banned from Canada. • Asylum is not a free 	<p>\$207,855.66</p>	<p>Digital: \$43,996.96 Social media: \$62,529.76 Search engine marketing: \$67,398.75 Other*: \$33,960.19</p>	<p>March 6, 2023</p>	<p>March 31, 2023</p>	<p>Mexico, Haiti, Brazil, Chile, Columbia, Turkey</p>	<p>Digital marketing</p>

	ticket into Canada or a shortcut around immigration rules.						
Operational Pressures 2022–2023: Reduce application processing pressures by educating applicants about Canada’s Temporary Resident Visas and study permits, the screening process for applications, Canada’s refugee system, and the dangers of fraud by applicants or fraudulent consultants.	Anti-fraud awareness messaging directing prospective applicants to the campaign website to learn how to apply, avoid scams and the consequences of fraud, including: <ul style="list-style-type: none"> • Using a visa agent; • Application fees; • Signs of a scam. 	\$372,691.72	Radio: \$29,742.38 Newspapers \$251,194.83 Digital: \$36,320.21 Social media: \$15,241.91 Search engine marketing: \$953.39 Other*: \$39,239.00	March 13, 2023	March 31, 2023	India (Punjab and Gujarat states)	Rac New Dig mer eng mar
Express Entry 2022–2023: Increase the overall percentage of French speakers among people immigrating to Canada in order to support the economic development of Francophone minority communities outside Quebec and to address shortages in the Canadian workforce and help grow Canada’s economy.	Promotional messages that French is an asset to work in Canada and that Canada has many opportunities for French-speaking skilled workers. Ads directed prospective applicants to visit the campaign website to learn why they should choose Canada and about pathways and resources to support their immigration.	\$1,956,270.38	Digital: \$370,691.31 Social media: \$505,891.55 Search engine marketing: \$961,639.68 Other*: \$118,047.84	January 4, 2023	March 31, 2023	Cameroon, Algeria, Morocco, Tunisia, Ivory Coast, France, Mauritius, United Arab Emirates, Lebanon, Haiti, Belgium, The Democratic Republic of the Congo, Senegal, Togo, Qatar, Rwanda, Republic of South Africa, Benin, French	Dig Mer eng mar

						Polynesia, Madagascar, Djibouti, Guinea, Switzerland, New Caledonia, Réunion, Martinique, Guadeloupe	
H-1B Visa Holders 2023–2024: To encourage H-1B visa holders, and highly skilled professionals, in the United States to consider immigrating to Canada to work and live.	Promotional messaging to highly skilled professional ready to discover Canada’s work visas for top international talent for their next opportunity.	\$23,964.24	Social media: \$23,964.24	June 27, 2023	September 3, 2023	United States	Soc
Irregular Arrivals 2023–2024: Help educate the target audience about the Canadian asylum system and migrating to Canada using the correct pathway while protecting themselves against dangerous and/or fraudulent activities and unauthorized/unscrupulous representatives.	Deterrent and informative messaging to build awareness that claiming asylum in Canada is not easy—there are strict guidelines to qualify and to “get the facts” about Canada’s asylum system before putting their life at risk.	\$82,730.96	Search engine marketing: \$80,330.96 Other*: \$2,400.00	January 24, 2024	March 31, 2024	Global (excluding Canada)	See mar
Operational Pressures 2023–2024: Help educate prospective international students by providing information and correcting misinformation about Canada’s study permit and application process as well as immigration representatives.	Anti-fraud awareness messaging directing prospective applicants to the campaign website to learn about the application process, the warning signs of fraud, immigration	\$82,410.72	Search engine marketing: \$80,010.72 Other*: \$2,400.00	March 4, 2024	March 31, 2024	Global (excluding Canada, France and the United States)	See mar

	scams and ways to protect themselves.						
Express Entry and Francophone Immigration 2023–2024: Increase the overall percentage of French speakers among people immigrating to Canada in order to support the economic development of Francophone minority communities outside Quebec and to address shortages in the Canadian workforce and help grow Canada’s economy.	Promotional messages that French is an asset to work in Canada and that Canada has many opportunities for French-speaking skilled workers. Ads directed prospective applicants to visit the campaign website to learn why they should choose Canada and about pathways and resources to support their immigration.	\$2,099,045.19	Digital: \$352,992.99 Social media: \$532,415.97 Search engine marketing: \$1,095,562.10 Other*: \$118,144.13	January 17, 2024	March 31, 2024	Cameroon, Algeria, Morocco, Tunisia, Ivory Coast, France, Mauritius, United Arab Emirates, Lebanon, Haiti, Senegal, Belgium, The Democratic Republic of the Congo, Togo, Qatar, Rwanda, Benin, French Polynesia, Madagascar, Djibouti, Seychelles, Tchad, Guinea, Switzerland, Italy, Germany, United Kingdom, New Caledonia, Réunion, Martinique, Guadeloupe, Burundi	Digital marketing
Safe and Orderly Migration 2024–2025: Help educate the target audience about the Canadian asylum system and migrating to Canada using the correct pathway while protecting	Deterrent and informative messaging to build awareness that claiming asylum in Canada is not easy—	\$168,068.26	Search engine marketing: \$167,355.76 Other*: \$712.50	January 14, 2025	March 31, 2025	Global (including Canada)	Search marketing

<p>themselves against dangerous and/or fraudulent activities and unauthorized/unscrupulous representatives.</p>	<p>there are strict guidelines to qualify and to “get the facts” about Canada’s asylum system before putting their life at risk.</p>						
<p>Operational Pressures 2024–2025: Help to educate prospective international students by providing information and correcting misinformation and disinformation about Canada’s study permit and application process as well as immigration representatives/consultants.</p>	<p>Anti-fraud awareness messaging directing prospective applicants to the campaign website to learn about the application process, the warning signs of fraud, immigration scams and ways to protect themselves.</p>	\$128,245.21	<p>Search engine marketing: \$127,388.96</p> <p>Other*: \$856.25</p>	January 6, 2024	March 23, 2025	Global (excluding Canada, France and the United States)	See mar
<p>Francophone Economic Immigration 2024–2025: Increase the overall percentage of French speakers among people immigrating to Canada in order to support the economic development of Francophone minority communities outside Quebec and to address shortages in the Canadian workforce and help grow Canada’s economy.</p>	<p>Promotional messages that French is an asset to work in Canada and that Canada has many opportunities for French-speaking skilled workers to settle and thrive. Ads directed prospective applicants to visit the campaign website to learn why they should choose Canada and about pathways and resources to support their immigration.</p>	\$2,014,541.70	<p>Digital: \$300,801.81</p> <p>Social media: \$630,665.55</p> <p>Search engine marketing: \$1,071,286.84</p> <p>Other*: \$11,787.50</p>	February 11, 2025	March 21, 2025	Cameroon, Morocco, Algeria, France, The Democratic Republic of the Congo, Tunisia, Ivory Coast, Mauritius, United Arab Emirates, Lebanon, Haiti, Senegal, Belgium, Togo, Benin, French Polynesia, Madagascar, Djibouti, Seychelles, Qatar, Guinea, Rwanda, Switzerland,	Dig mex eng mar

						Italy, Germany, United Kingdom, New Caledonia, Réunion, Martinique, Guadeloupe, Burundi, Chile, Republic of Congo, Gabon, Cambodia, Laos, Vietnam, Argentina	
Safe and Orderly Migration 2025–2026: Help educate the target audience about the Canadian asylum system and migrating to Canada using the correct pathway while protecting themselves against dangerous and/or fraudulent activities and unauthorized/unscrupulous representatives.	Deterrent and informative messaging to build awareness that claiming asylum in Canada is not easy—there are strict guidelines to qualify and to “get the facts” about Canada’s asylum system before putting their life at risk.	\$490, 576.03 (estimated)	Search engine marketing: \$485,538.53 Other*: \$5,037.50	May 12, 2025	Anticipated end date: March 31, 2026	Global (including Canada)	See mar
Immigration Program and Event Engagement (Boosting Social Media Posts) 2025–2026: Extend the reach of Immigration, Refugees and Citizenship Canada’s existing organic social media posts to a wider and strategic audience to: <ul style="list-style-type: none"> Promote international recruitment and information events to skilled workers in key 	Promotional messaging to French-speaking and bilingual educators to attend an online job fair.	\$884.60	Social media: \$884.60	October 15, 2025	October 24, 2025	Belgium, France, Morocco, Tunisia	Soc

<p>sectors with the aim to increase event participation and ultimately applications from highly qualified candidates.</p> <ul style="list-style-type: none"> • Reduce operational pressures by helping educate prospective International Federation of Association Football fans and workers of the legitimate requirements for entering Canada. • Help combat misinformation about International Federation of Association Football related entry to Canada. 							
<p>Immigration Program and Event Engagement (Boosting Social Media Posts) 2025–2026: Extend the reach of Immigration, Refugees and Citizenship Canada’s existing organic social media posts to a wider and strategic audience to:</p> <ul style="list-style-type: none"> • Promote international recruitment and information events to skilled workers in key sectors with the aim to increase event participation and ultimately applications from highly qualified candidates. • Reduce operational pressures by helping educate prospective 	<p>Promotional messaging to French-speaking and bilingual skilled-workers and professionals in key sectors to attend Destination Canada’s Mobility Forum.</p>	<p>\$7,964.34</p>	<p>Social media: \$7,964.34</p>	<p>December 8, 2025</p>	<p>December 19, 2025</p>	<p>Côte d'Ivoire (Abidjan), Senegal/ (Dakar), Togo (Lomé), Mauritius, France, Belgium, Switzerland, Luxembourg</p>	<p>Soc</p>

<p>International Federation of Association Football fans and workers of the legitimate requirements for entering Canada.</p> <ul style="list-style-type: none"> • Help combat misinformation about International Federation of Association Football related entry to Canada. 							
<p>Immigration Program and Event Engagement (Boosting Social Media Posts) 2025–2026: Extend the reach of Immigration, Refugees and Citizenship Canada’s existing organic social media posts to a wider and strategic audience to:</p> <ul style="list-style-type: none"> • Promote international recruitment and information events to skilled workers in key sectors with the aim to increase event participation and ultimately applications from highly qualified candidates. • Reduce operational pressures by helping educate prospective International Federation of Association Football fans and workers of the legitimate requirements for entering Canada. • Help combat misinformation about International 	<p>Informative messaging directing prospective International Federation of Association Football attendees to a website with information on how to come to Canada and applying for the correct travel documents.</p>	<p>\$4,424.76</p>	<p>Social media: \$4,424.76</p>	<p>January 27, 2026</p>	<p>January 30, 2026</p>	<p>Germany, Cote d’Ivoire, Senegal, Panama, Croatia, Ghana, Qatar, Switzerland, Australia, New Zealand, Egypt, Belgium</p>	<p>Soc</p>

<p>Federation of Association Football related entry to Canada.</p>							
<p>Immigration Program and Event Engagement (Boosting Social Media Posts) 2025–2026: Extend the reach of Immigration, Refugees and Citizenship Canada’s existing organic social media posts to a wider and strategic audience to:</p> <ul style="list-style-type: none"> • Promote international recruitment and information events to skilled workers in key sectors with the aim to increase event participation and ultimately applications from highly qualified candidates. • Reduce operational pressures by helping educate prospective International Federation of Association Football fans and workers of the legitimate requirements for entering Canada. • Help combat misinformation about International Federation of Association Football related entry to Canada. 	<p>Informative messaging to build awareness that there is no special visitor visa for the World Cup and that visitors are expected to respect the conditions of their stay and leave once their authorized period ends.</p>	<p>\$426.23</p>	<p>Social media: \$426.23</p>	<p>January 30, 2026</p>	<p>January 31, 2026</p>	<p>India, Pakistan</p>	<p>Soc</p>
<p>International Talent Skills Missions Engagement 2025–2026: Attract top-talent in key sectors to immigrate to Canada by</p>	<p>Messages invite professionals in the aerospace sector (and skilled trades that</p>	<p>\$9,999.94</p>	<p>Social media: \$9,999.94</p>	<p>February 9, 2026</p>	<p>March 7, 2026</p>	<p>France, United Kingdom, Belgium</p>	<p>Soc</p>

<p>promoting the Chief International Talent Officer (recruitment) skills mission in Paris, France.</p>	<p>support it) to register for a recruitment event in Paris, March 20–21, 2026.</p>						
<p>Economic-Francophone Immigration 2025–2026: Increase the overall percentage of French speakers among people immigrating to Canada in order to support the economic development of Francophone minority communities outside Quebec and to address shortages in the Canadian workforce and help grow Canada’s economy.</p>	<p>Promotional messages that French is an asset to work in Canada and that Canada has many opportunities for French-speaking skilled workers to settle and thrive. Ads direct prospective applicants to visit the campaign website to learn why they should choose Canada and about pathways and resources to support their immigration.</p>	<p>\$1,786,689.60 (estimated)</p>	<p>Estimated breakdown Digital: \$356,094.17 Social media: \$801,211.88 Search engine marketing: \$623,164.80 Other*: \$6,218.75</p>	<p>January 30, 2026</p>	<p>Anticipated end date: March 31, 2026</p>	<p>Global (excluding Canada) for Search engine marketing Algeria, Benin, Burkina Faso, Central African Chad, Comoros, Cameroon, Djibouti, Egypt, Equatorial Guinea, Guinea, Ivory Coast, Madagascar, Mali, Mayotte, Morocco, Niger, Republic of Congo, Reunion, Rwanda, Senegal, Seychelles, The Democratic Republic of the Congo, Togo Tunisia, Cambodia, Laos, Lebanon, Qatar, United Arab</p>	<p>Digital marketing</p>

Emirates, Vietnam, Belgium, France, Luxembourg, Monaco, Romania, Switzerland, Haiti, Guadeloupe, Vanuatu, Martinique, French Polynesia, New Caledonia
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Immigration and Refugee Board of Canada

The Immigration and Refugee Board of Canada does not have a mandate or funding for advertising campaigns, and it has not run or funded any government advertising campaigns abroad since January 1, 2022. Therefore, there are no costs or estimated costs to report.

Crown-Indigenous Relations and Northern Affairs Canada

Reply by: the Minister of Crown-Indigenous Relations

Name of Signatory: Jaime Battiste

Reply

Crown-Indigenous Relations and Northern Affairs Canada

Since January 1, 2022, Crown-Indigenous Relations and Northern Affairs Canada did not run any government advertising campaigns abroad.

Employment and Social Development Canada

Reply by: the Minister of Jobs and Families and Minister responsible for the Federal Economic Development Agency for Northern Ontario

Name of Signatory: Annie Koutrakis

Reply

Employment and Social Development Canada

Employment and Social Development Canada conducted an internal records search to determine whether the department had any expenditures related to government advertising campaigns abroad since January 1, 2022. The search concluded that Employment and Social Development Canada had no such contracts or expenditures during this period.

Accessibility Standards Canada

Accessibility Standards Canada has reviewed all available data and has confirmed that it does not conduct government advertising campaigns abroad.

Canadian Centre for Occupational Health and Safety

The Canadian Centre for Occupational Health and Safety has not conducted any advertising campaigns abroad since January 1, 2022.

Finance Canada

Reply by: the Minister of Finance and National Revenue

Name of Signatory: the Honourable François-Philippe Champagne

Reply

Department of Finance Canada

A search of the records of the Department of Finance did not produce any results.

Bank of Canada

what are the details of each campaign, including the:

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the campaign ran in	(vii) types of media advertisements used
Followers ad targeting	Discover all the	\$299.91	\$149.99 (English)	October 3, 2023	October 13,	International (details not	Facebook Ad

Canadians living abroad	fascinating places money's history takes you		\$149.92 (French)		2023	applicable)	
Followers ad targeting Canadians living abroad	Discover all the fascinating places money's history takes you	\$499.98	\$249.84 (English) \$250.14 (French)	May 31, 2024	June 10, 2024	Mexico, Italy, France, Germany, Japan, United States, United Kingdom, Australia	Facebook Ad

Canada Deposit Insurance Corporation

A search of the records of the Canada Deposit Insurance Corporation did not produce any results.

Canada Development Investment Corporation

A search of the records of the Canada Development Investment Corporation did not produce any results.

Canada Pension Plan Investment Board

It should be noted that the Canada Pension Plan Investment Board is neither a department nor an agency of the Crown and therefore, does not fall within the same guidelines for disclosure. The Canada Pension Plan Investment Board is subject to disclosure requirements as set out in the Canada Pension Plan Investment Board Act and reports to federal and provincial finance ministers and Canadians.

Office of the Superintendent of Financial Institutions

what are the details of each campaign, including the:

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the campaign ran in	(vii) types of media advertisements used
To solicit candidates for jobs available	Job posters/descriptions posted on	\$14,388.00 United	Posters for various positions at the	January 01, 2022	November 30, 2022	Canada and the	Direct media buy

at the Office of the Superintendent of Financial Institutions	professional associations' websites, for example, the Institute of Internal Auditors, the Chartered Financial Analyst Institute, the Risk and Insurance Management Society, the Global Association of Risk Professionals, the Risk Management Association, the Information Systems Audit and Control Association, the International Association of Black Actuaries	States dollars	Office of the Superintendent of Financial Institutions			United States	
To solicit candidates for jobs available at the Office of the Superintendent of Financial Institutions	Job posters/descriptions posted on professional associations' websites, for example, the Institute of Internal Auditors, the Chartered Financial Analyst Institute, the Risk and Insurance Management Society, the Global Association of Risk Professionals, the Risk Management Association, the Information Systems Audit and Control Association, the International Association of Black Actuaries	\$3,924.28 Canadian dollars	Posters for various positions at the Office of the Superintendent of Financial Institutions	December 2022	March 31, 2023	Canada and the United States	Direct media buy
To solicit candidates for	Job posters/descriptions	\$7,812.78 Canadian	Posters for various	April 1, 2023	March 31, 2024	Canada and the	Direct media buy

jobs available at the Office of the Superintendent of Financial Institutions	posted on professional associations' websites, for example, the Institute of Internal Auditors, the Chartered Financial Analyst Institute, the Risk and Insurance Management Society, the Global Association of Risk Professionals, the Risk Management Association, the Information Systems Audit and Control Association, the International Association of Black Actuaries	dollars	positions at the Office of the Superintendent of Financial Institutions			United States	
To solicit candidates for jobs available at the Office of the Superintendent of Financial Institutions	Job posters/descriptions posted on professional associations' websites, for example, the Institute of Internal Auditors, the Chartered Financial Analyst Institute, the Risk and Insurance Management Society, the Global Association of Risk Professionals, the Risk Management Association, the Information Systems Audit and Control Association, the International Association of Black Actuaries	\$452.00 Canadian dollars	Posters for various positions at the Office of the Superintendent of Financial Institutions	April 1, 2024	March 31, 2025	Canada and the United States	Direct media buy

To solicit candidates for jobs available at the Office of the Superintendent of Financial Institutions	Job posters/descriptions posted on professional associations' websites, for example, the Institute of Internal Auditors, the Chartered Financial Analyst Institute, the Risk and Insurance Management Society, the Global Association of Risk Professionals, the Risk Management Association, the Information Systems Audit and Control Association, the International Association of Black Actuaries	\$452.00 Canadian dollars	Posters for various positions at the Office of the Superintendent of Financial Institutions	April 1, 2025	Present	Canada and the United States	Direct media buy
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Royal Canadian Mint

what are the details of each campaign, including the:

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the campaign ran in	(vii) types of media advertisements used
2022 "Always on" annual digital campaign - Promote Royal Canadian Mint	Buy Now	\$137,757.28	Digital placement with: DisplayVideo360, Google Display Network, Yahoo, Bing and Google	January 1, 2022	December 31, 2022	United States	Banner Ads Search Engine Marketing advertising (Google/Bing)

Numismatic products for sale on Mint.ca							
2022 Niche Campaign for New Customers Numismatics	Buy Now	\$9,792.62	Digital placement with: Meta	March 8, 2022	April 3, 2022	United States	Banner Ads
2023 "Always on" annual digital campaign- Promote Royal Canadian Mint Numismatic products for sale on Mint.ca	Buy Now	\$196,203.96	Digital placement with: DisplayVideo360, Google Display Network, Yahoo, Bing and Google	January 1, 2023	December 31, 2023	United States	Banner Ads Search Engine Marketing advertising (Google/Bing)
2023 Customer Lifecycle Targeting Digital Campaign	Re-engage with the Mint	\$10,706.61	Targeting existing customers (digital) with: Yahoo and Meta	January 1, 2023	December 31, 2023	United States	Banner Ads
2023 Niche Campaign for New Customers Numismatics	Buy Now	\$24,054.23	Digital placement with: DisplayVideo360, Yahoo, Meta, Pinterest	November 7, 2023	December 10, 2023	United States	Banner Ads
2024 "Always on" annual digital campaign- Promote Royal Canadian Mint Numismatic products for	Buy Now	\$213,202.36	Digital placement with: DisplayVideo360, Google Display Network, Yahoo, Bing and Google	January 1, 2024	December 31, 2024	United States	Banner Ads Search Engine Marketing advertising (Google/Bing)

sale on Mint.ca							
2024 Customer Lifecycle Targeting Digital Campaign	Re-engage with the Mint	\$8,543.70	Targeting existing customers (digital) with: Yahoo display	January 1, 2024	December 31, 2024	United States	Banner Ads
2024 Awareness Bullion	Learn More	\$33,961.25	Digital placement with: Meta, Reddit	November 1, 2024	December 12, 2024	United States	Banner Ads
2025 "Always on" annual digital campaign- Promote Royal Canadian Mint Numismatic products for sale on Mint.ca	Buy Now	\$142,603.26	Digital placement with: DisplayVideo360, Google Display Network, Yahoo, Bing, Google, Meta, Pinterest	January 1, 2025	December 31, 2025	United States	Banner Ads Search Engine Marketing advertising (Google/Bing)
2025 Customer Lifecycle Targeting Digital Campaign	Re-engage with the Mint	\$8,793.04	Targeting existing customers (digital) with: Yahoo display and Meta	January 1, 2025	December 31, 2025	United States	Banner Ads
2025 Niche Campaign for New Customers Numismatics	Buy Now	\$60,776.44	Digital placement with: DisplayVideo360, Yahoo, Meta, Reddit	January 14, 2025	February 28, 2025	United States	Banner Ads
2026 "Always on" annual digital campaign- Promote Royal Canadian	Buy Now	\$26,079.54	Digital placement with: DisplayVideo360, Yahoo, Bing, Google, Meta, Reddit	January 1, 2026	March 1, 2026	United States	Banner Ads Search Engine Marketing advertising (Google/Bing)

Fisheries and Oceans Canada

Reply by: the Minister of Fisheries

Name of Signatory: Ernie Klassen

Reply

Fisheries and Oceans Canada

With regard to government advertising campaigns abroad, including those run by or funded by any government department, agency or Crown corporation, since January 1, 2022: what are the details of each campaign, including the?

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the campaign ran in	(vii) types of media advertisements used
The purpose of the Ontario and Prairies Clean, Drain, Dry advertising campaign is to encourage recreational watercraft users in the United States of America to practice Clean, Drain, Dry (CDD) before they enter Canada in order to prevent the spread of aquatic invasive species. The campaign meets the key	The main campaign call to action is "Clean, Drain, Dry your watercraft and gear!" Other calls to action include messaging to make sure that recreational boaters and anglers understand federal requirements to enter Canada with their boat; that they report	\$20,000	Social media (Facebook): \$9,500, Digital (Google Ads): \$9,500 Print (Edmonton Boat Show show guide): \$1,000	12-Sep-25	31-Mar-26	United States, Canada	The campaign is using a combination of social media, digital, and print advertising. Display banner ads have been placed on Facebook, text ads on Google search, and a full page print ad will run in the Edmonton Boat Show official show guide.

departmental priorities to conserve existing fish and fish habitat resources, protect these resources against future impacts, restore what has been lost, and stop the spread of aquatic invasive species.	any sightings of aquatic invasive species; and that they know the federal laws when entering Canadian waterways.						
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The Freshwater Fish Marketing Corporation

The Freshwater Fish Marketing Corporation does not have advertising campaigns abroad.

Global Affairs Canada

Reply by: the Minister of International Trade

Name of Signatory: Parliamentary Secretary Yasir Naqvi

Reply

Global Affairs Canada

The following reflects a consolidated response approved on behalf of Global Affairs Canada ministers and Secretary of State.

what are the details of each campaign, including the:

Domestic Advertising in foreign markets:

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the campaign ran in	(vii) types of media advertisement used
Travel and Border: The objective was	1) If you must travel, follow Canada's entry requirements.	\$256,161.00	Not Applicable	09/06/2021	03/31/2022	United States	Facebook, Instagram, Pinterest, N:

<p>to communicate: travel and border information; advice and resources for Canadian residents to make informed travel decisions; and, to provide information for travelers for them to be prepared when they arrived at the Canadian border.</p>	<p>2) Are you entering or returning to Canada? Learn about our entry requirements. 3) Are you planning to travel? Read more about Canada's entry requirements.</p>						<p>Touch, Search Engine Marketing: Google & Bing</p>
<p>Travel and Border: The objective was to communicate: travel and border information; advice and resources for Canadian residents to make informed travel decisions; and, to provide information for travelers for them to be prepared when they arrived at the Canadian border.</p>	<p>1) If you must travel, follow Canada's entry requirements. 2) Are you entering or returning to Canada? Learn about our entry requirements. 3) Are you planning to travel? Read more about Canada's entry requirements.</p>	<p>\$253,714.00</p>	<p>Not Applicable</p>	<p>09/06/2021</p>	<p>03/31/2022</p>	<p>Europe</p>	<p>Facebook, Instagram, Pinterest, Nextdoor, Touch, Search Engine Marketing: Google & Bing</p>
<p>Edu-Canada: 1) Raise awareness of Canada as a top destination for studies and research. 2)</p>	<p>1) Experience Canadian culture, social life, travel adventures and four seasons. 2) Benefit from the same freedoms which</p>	<p>\$1,948,803.00</p>	<p>Not Applicable</p>	<p>02/24/2022</p>	<p>03/31/2022</p>	<p>Brazil, Pakistan, Kenya, Bangladesh, Ghana, Vietnam, Philippines,</p>	<p>YouTube, Facebook, Instagram, Search Engine Marketing: Google & Bing</p>

Generate leads for various Canadian institutions across Canada. 3) Raise awareness of skill and demographic gaps and potential in-demand skills and sectors.	protect all Canadians. 3) Find a world-class program or field: online, in-person or a combination of both. 4) Access scholarships and work opportunities to help pay for your education. 5) Invest in your child's future. See how Canada's safe, world-class schools will set them up for success. 6) Opportunities for job placements/research and career prospects after studies.					Morocco, France, Japon, Colombia, Ivory Coast, Senegal, Mexico, Hong Kong, Indonesia, Egypt, Cameroon, Turkey, United States, Republic of Korea	
Canadian Cultural Centre in Paris: Communication strategy aimed at building awareness (among the general public and art professionals) and drawing visitors to the Canadian Cultural Centre in Paris.	Discover exhibitions and program by Canadian artists at the Canadian Cultural Centre.	\$43,027.00	Media buy: \$43,027.00	05/01/2022	03/31/2023	France	Newspapers radio, social media
Travel and Border: The objective is to communicate: travel and border information; advice and resources for travelers to make informed travel decisions; and,	Don't travel before checking Travel.gc.ca	\$723,859.00	Production: \$42,120.00 Media Planning : \$4,230.00 and Media Buying: \$677,509.00	10/31/2022	03/31/2023	United States, Europe, Canada	Search Engi Marketing, S Media, Programmat

<p>to provide information for them to be prepared when they arrived at the Canadian border.</p>							
<p>Edu-Canada: 1) Raise awareness of Canada as a top destination for studies and research. 2) Generate leads for various Canadian institutions across Canada. 3) Raise awareness of skill and demographic gaps and potential in-demand skills and sectors.</p>	<p>1) Experience Canadian culture, social life, travel adventures and four seasons. 2) Benefit from the same freedoms which protect all Canadians. 3) Find a world-class program or field: online, in-person or a combination of both. 4) Access scholarships and work opportunities to help pay for your education. 5) Opportunities for job placements/research and career prospects after studies.</p>	<p>\$1,924,939.00</p>	<p>Media planning: \$15,420.00 and Media buy: \$1,909,519.00</p>	<p>11/14/2022</p>	<p>03/31/2023</p>	<p>Vietnam, Philippines, Republic of Korea, France, Japan, Egypt, United Kingdom, Finland, Czech Republic, Morocco, United States, Indonesia, Germany, Netherlands, Brazil, Japan, Ghana, Mexico, Colombia, Ivory Coast, Cameroon, France, Senegal, Turkey, Pakistan.</p>	<p>Search Engine Marketing, digital programming and social media</p>
<p>Edu-Canada: 1) Raise awareness of Canada as a top destination for studies and research. 2) Generate leads for various Canadian institutions across Canada. 3) Raise</p>	<p>1) Experience Canadian culture, social life, travel adventures and four seasons. 2) Benefit from the same freedoms which protect all Canadians. 3) Find world-class education: Get a world-class education with practical experience</p>	<p>\$656,580.00</p>	<p>Media planning: \$14,100.00 and Media buy: \$642,480.00</p>	<p>11/16/2023</p>	<p>03/31/2024</p>	<p>Brazil, Mexico, Colombia, Spain, Portugal, Japan, Vietnam, Turkey, France, Morocco, Senegal, Ivory Coast, Cameroon, Pakistan,</p>	<p>Search Engine Marketing and social media</p>

awareness of skill and demographic gaps and potential in-demand skills and sectors.	and exposure to cutting-edge research and development opportunities. : online, in-person or a combination of both. 4) Access scholarships and work opportunities to help pay for your education. 5) Opportunities for job placements/research and career prospects after studies.					Bangladesh, Ghana, Philippines, Nigeria	
Canadian Cultural Centre in Paris: Communication strategy aimed at building awareness (among the general public and art professionals) and drawing visitors to the Canadian Cultural Centre in Paris.	Discover exhibitions and program by Canadian artists at the Canadian Cultural Centre.	\$16,241.00	Media buy: \$16,241.00	06/01/2023	03/31/2024	France	Print, digital
Canadian Cultural Centre in Paris: Communication strategy aimed at building awareness (among the general public and art professionals) and drawing visitors to the Canadian Cultural Centre in Paris.	Discover exhibitions and program by Canadian artists at the Canadian Cultural Centre.	\$6,239.00	Media buy: \$6,239.00	05/01/2024	03/31/2025	France	Digital

<p>Canada-United States Trade Partnership: The relationship between Canada and the United States is one of the most extensive and mutually beneficial partnerships globally, deeply influencing the daily lives of citizens in both nations. Trade forms the backbone of the Canada-United State relationship. This ad campaign aims to demonstrate to Americans that a robust United State.- Canada partnership benefits the United States itself.</p>	<p>To remind and / or inform Americans that Canada is their most valuable ally, trade partner, and energy supplier, and that increasing trade barriers, economic disruptions, or political antagonism will harm both countries— especially the United State. This campaign will: 1)Educate Americans about the real economic impact of Canada on their jobs, energy, and businesses. 2) Reinforce shared values—loyalty, economic prosperity, national security. 3)Pre-emptively counter misinformation that may lead to harmful trade policies. 4)Encourage Americans to push back against unnecessary trade barriers with Canada.</p>	<p>\$3,100,347.00</p>	<p>Production: \$249,995.00 Media Planning and Buying: \$2,850,352.00</p>	<p>03/21/2025</p>	<p>03/31/2025</p>	<p>United States</p>	<p>Digital Out o Home</p>
<p>Canada-United States Trade Partnership: The relationship between Canada and the United States is one of the most extensive and mutually beneficial partnerships</p>	<p>To remind and / or inform Americans that Canada is their most valuable ally, trade partner, and energy supplier, and that increasing trade barriers, economic disruptions, or political antagonism will harm both countries— especially the United State This campaign</p>	<p>\$2,557,143.00</p>	<p>Production: \$457,582.00 Media Planning and Buying: \$2,099,561.00</p>	<p>04/01/2025</p>	<p>04/10/2025</p>	<p>United States</p>	<p>Digital Out o Home, Programmat</p>

<p>globally, deeply influencing the daily lives of citizens in both nations. Trade forms the backbone of the Canada-U.S. relationship. This ad campaign aims to demonstrate to Americans that a robust United State-Canada partnership benefits the United States itself.</p>	<p>will: 1) Educate Americans about the real economic impact of Canada on their jobs, energy, and businesses. 2) Reinforce shared values—loyalty, economic prosperity, national security. 3)Pre-emptively counter misinformation that may lead to harmful trade policies. 4)Encourage Americans to push back against unnecessary trade barriers with Canada.</p>						
<p>Milano-Cortina 2026 Olympic Games: The Embassy of Canada to Italy will leverage the 2026 Winter Olympics to promote key Canadian priorities and reinforce Canada's global image as an innovative, sustainable, resilient, and economically strong partner - open for business and globally connected.</p>	<p>Do business with Canada</p>	<p>\$6,460.00</p>	<p>Media buy: \$6,460.00</p>	<p>02/06/2026</p>	<p>02/22/2026</p>	<p>Italy</p>	<p>Digital Out o Home</p>

International Advertising in foreign markets:

Global Affairs Canada manages an extensive network of 182 missions globally. The Department undertook an extensive preliminary search in order to determine the amount of information that would fall within the scope of the question and the

amount of time that would be required to prepare a comprehensive response. The level of detail of the information requested is not systematically tracked in a centralized database. The Department concluded that producing and validating a comprehensive response to this question would require a manual collection of information that is not possible in the time allotted and could lead to the disclosure of incomplete and misleading information.

Invest in Canada

what are the details of each campaign, including the:

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(vi) end dates	(vi) names of the countries which the campaign ran in	(vii) types media advertise used
to promote Canada as a premier investment destination	The Prospectors and Developers Association of Canada 2026, event campaign, "The Time is now for Canadian Critical Minerals"	\$76,833.25	Creative development: \$11,660.00, production \$7980.25, media: \$53,921.00, media planning execution: \$3,322.00	02/23/2026	03/8/2026	Canada	digital advertiser (Digital On Home, on
to promote Canada as a premier investment destination	The Time is Now for Canadian Critical Minerals, content marketing campaign: investment opportunities in critical minerals including financing, extraction and processing.	\$1,261,858.00*	media planning: \$93,197.00, content production: \$307,916.00, media buy \$780,748.00, reserach: \$79,997.00	01/12/2026	03/8/2026	Austria, Switzerland, France, Germany, United Kingdom, South Korea, Japan	digital advertiser (social me
to promote Canada as a premier investment destination	A Safe Choice for Bold Business, content marketing campaign: Explore Canada's Energy Sector, content marketing campaign: Hydrogen, Biofuels, Carbon Management, Renewables and	\$1,307,048.00*	media planning: \$125,511.00, content production: \$324,679.00, media buy \$780,549.00, reserach: \$76,310.00	12/15/2025	03/8/2026	Germany, France, Switzerland United Kingdom, South Korea, Japan	digital advertiser (social me

	Liquefied Natural Gas investment opportunities.						
to promote Canada as a premier investment destination	Canada, Where Bold Feels at Home 1.0, advertising campaign: Canada's advantages, wealth of talent, global market access, strong business foundation, competitive business costs, natural resources, and sustainability.	\$8,999,032.00*	media planning \$220,177.00; media buy, execution \$6,263,371.00; creative:\$1,599,578.00; research \$915,906.00	12/8/2025	03/29/2026	Germany, France, Switzerland United Kingdom, Japan, United Arab Emirates, Singapore, South Korea	digital advertiser (direct buy, program buy, social television)
to promote Canada as a premier investment destination	Food Ingredients Europe 2025, Paris, event campaign: Canada where innovation opens up new ground. This is a supporting campaign to promote investment into Canada's agri-food industry, accompanying attendance at a tradeshow event.	\$31,391.00	media buy	11/27/2025	12/7/2025	France	digital advertiser (social media onsite)
to promote Canada as a premier investment destination	Biotechnology Innovation Organization convention Boston, event campaign: Canada is the best choice for the world's top biomanufacturers	\$65,208.73	Media planning, execution \$3,358.38, Onsite sponsorship \$41,420.10, LinkedIn Images and Ads \$14,000.00, Creative development and production \$6,430.25	06/12/2025	06/25/2025	United States of America	digital advertiser (onsite, social media)
to promote Canada as	Ceraweek, event campaign: carbon	\$139,030.98	Media planning, execution \$2,799.88,	03/10/2025	03/14/2025	United States of	digital advertiser

a premier investment destination	management, Hydrogen, Liquefied Natural Gas, Canada is your energy partner,		creative and production \$17,355.00 Media buy \$118,875.90			America	(Digital On Home)
to promote Canada as a premier investment destination	The Prospectors and Developers Association of Canada 2025: Canada is a global mining powerhouse, Canada has wealth of mineral resources, Canada is the best destination for mining investments, Canada sets the standard for sustainable mining.	\$67,079.31	Media planning, execution \$2,590.01, creative development \$10487.75, Media buy \$54,001.55	02/24/2025	03/9/2025	Canada	digital advertiser (Digital On Home)
to promote Canada as a premier investment destination	A Safe Choice for Bold Business, content marketing campaign: Explore Canada's Energy Sector, content marketing campaign, Hydrogen, Biofuels, Carbon Management, and Renewables investment opportunities.	\$1,957,605.00	creative: \$77,083.00, content development: \$391,764.00, media planning and execution: \$172,361.00, media buy \$1,154,383.00, analytics and visualization: \$41,942.00, research: 120,070.00	01/6/2025	03/16/2025	Germany, Netherlands, Belgium, Denmark, Norway, Switzerland, Sweden,	digital advertiser (direct buy social media)
to promote Canada as a premier investment destination	Food Ingredients Europe 2024, Frankfurt, event campaign: Canada is the #1 exporter of pulse crops, Canada is your second home to grow your agri-tech business.	\$46,194.86	media buy	11/19/2024	11/21/2024	Germany	digital advertiser (onsite)

to promote Canada as a premier investment destination	Your Second Home 3.0, advertising campaign: Canada's advantages, wealth of talent, talent immigration, global market access, strong business foundation, competitive business costs, and sustainability.	\$8,810,749.00	media planning \$203,392.00; media buy, execution \$7,668,188.00; creative:\$412,437.00; research \$526,727.00	10/15/2024	03/16/2025	Germany, France, Switzerland United Kingdom, Japan, United Arab Emirates, Singapore, South Korea	digital advertsier (direct buy programm buy, socia television
to promote Canada as a premier investment destination	Newsweek New age of Aviation and Aerospace, special edition.	\$44,740.50	media buy	10/1/2024	10/31/2024	United States of America	digital advertiser (direct buy
to promote Canada as a premier investment destination	Biotechnology Innovation Organization convention San Diego, event campaign: Canada is the natural choice for the world's top biomanufacturers	\$92,072.81	Creative development and production \$10,147.50, media buy - \$76,729.80, media planning, execution and reporting - \$5,195.51	05/27/2024	06/9/2024	United States of America	digital advertiser (Digital Ot Home, so media)
to promote Canada as a premier investment destination	Electric Vehicle content marketing campaig: Canada is the best place for your company to grow in the Electric Vehicle sector and in the North American market.	\$133,929.00	creative: \$6,509.00, media planning, execution: \$4,450.00, media buy \$122,969.00	03/18/2024	03/31/2024	Germany	digital advertiser (direct buy print
to promote Canada as a premier investment destination	Critical minerals content marketing campaign, Wall Street Journal: Canada's critical mineral, Environmental,	\$2,098,774.00	creative: \$27,491.00, media planning,exec: \$96,293.00 content dev and media buy: \$1,974,989.00	02/14/2024	03/31/2024	United States of America	digital advertism (direct buy social me print

	Social, and Governance and supply chain advantages.						
to promote Canada as a premier investment destination	Davos Financial Times wrap 2024, event campaign: messages included Canada's advantages on critical minerals, clean energy, Electric Vehicle battery supply chain, hydrogen and wealth of talent.	\$308,896.37	22,500 copies	01/14/2024	01/19/2024	Switzerland	Print
to promote Canada as a premier investment destination	Electric Vehicle content marketing campaign : Canada is the best place for your company to grow in the Electric Vehicle sector and in the North American market.	\$23,195.00	media buy	12/15/2023	12/15/2023	Germany	Print
to promote Canada as a premier investment destination	Conference of the Parties 28, Dubai, event campaign: Canada's advantage, sustainability.	\$83,968.00	creative \$12,920.00, media: \$71,046.00	11/30/2023	12/12/2023	United Arab Emirates	digital advertiser (programr buy)
to promote Canada as a premier investment destination	Asia-Pacific Economic Corporation San Francisco 23 Chief Executive Officer's Summit 23, event campaign: Canada's advantages, wealth of talent, global market	\$87,820.00	creative: \$10,550.00, media: \$77,270.00	11/3/2023	11/17/2023	United States of America	digital advertiser (programr buy)

	access, competitive business cost, sustainability, strong business foundation.						
to promote Canada as a premier investment destination	Internationale Automobil-Ausstellung Mobility, Electric Vehicle campaign: Expand to the number 1 ranked western country for Electric Vehicle battery supply chain.	\$55,768.00	media buy	09/3/2023	09/10/2023	Germany	onsite and digital advertiser (digital-ou home)
to promote Canada as a premier investment destination	Electric Vehicle content marketing campaign : Canada is the best place for your company to grow in the Electric Vehicle sector and in the North American market.	\$508,427.00	creative: \$21,130.00, media planning, execution: \$83,342.00, media buy \$403,955.00	09/01/2023	09/24/2023	Germany	digital advertiser (direct buy print)
to promote Canada as a premier investment destination	LinkedIn campaign: Canada's advantages, wealth of talent, talent immigration, global market access, strong business foundation, competitive business costs, and being the best place to do business.	\$169,800.00	creative \$24,800.00, media buy \$145,000.00	09/01/2023	03/31/2024	France	social me
to promote Canada as a premier	LinkedIn campaign: Expand to the	\$339,835.00	creative: \$21,116.00, media planning and execution: \$2,817.00	09/01/2023	01/24/2024	Germany	social me

investment destination	number 1 ranked western country for Electric Vehicle battery supply chain.		media buy: \$315,902.00				
to promote Canada as a premier investment destination	Your Second Home 2.0, advertising campaign: Canada's advantages, wealth of talent, talent immigration, global market access, strong business foundation, competitive business costs, and being the best place to do business.	\$9,279,198.00	media planning \$168,348.00; media buy, execution \$8,010,801.00; creative:\$707,224.00; research \$32,823.00	08/21/2023	03/31/2024	Germany, France, Switzerland United Kingdom, Japan, United Arab Emirates, Singapore, South Korea	digital advertiser (direct buy, program buy, social television, digital-out home)
to promote Canada as a premier investment destination	World Hydrogen Summit, event campaign: Canada: top 10 producer of hydrogen globally, global leader in hydrogen research and development.	\$21,987.82	planning, execution of campaign, optimization meeting and post-mortem	05/07/2023	05/12/2023	The Netherlands	digital advertiser (program buy)
to promote Canada as a premier investment destination	Davos Financial Times wrap 2023, event campaign: Canada is the top G20 country for global business expansion.	\$286,638.70	22,500 copies	01/16/2023	01/20/2023	Switzerland	print
to promote Canada as a premier investment destination	Your Second Home 1.0, advertising campaign: Canada's wealth of talent, talent immigration,	\$7,787,359.00	media planning and execution \$473,292.00; media buy \$5,847,156.00; creative:\$1,064,318.00; research \$402,592.00	11/01/2022	02/28/2023	United Arab Emirates, Singapore, South Korea, Japan, Germany,	digital advertiser (direct buy, program buy, social television)

	global market access, strong business foundation, competitive business costs, and being the best place to do business.					Switzerland, United Kingdom, France	
to promote Canada as a premier investment destination	Next Best Place to Home 2.0, advertising campaign : Canada's advantages, wealth of talent, talent immigration, global market access, quality of life, stability, low taxes, and innovation.	\$7,893,108.00	media planning and execution \$424,070.00; media buy \$7,168,973.00; creative: \$177,511.00; research \$122,554.00	10/01/2021	03/31/2022	United States of America, United Kingdom, France, South Korea, Japan	digital advertiser (direct buy, program buy, search social)

*Estimated value as campaign is in process.

Export Development Canada

Export Development Canada has not conducted any advertising campaigns abroad since January 1, 2022.

Canadian Commercial Corporation

The Canadian Commercial Corporation has not conducted any advertising campaigns abroad since January 1, 2022.

International Development Research Centre

The International Development Research Centre has not conducted any advertising campaigns abroad since January 1, 2022.

Health Canada

Reply by: the Minister of Health

Name of Signatory: Maggie Chi

Reply

Health Canada

Health Canada has not run or funded any government advertising campaigns abroad since January 1, 2022.

Canadian Food Inspection Agency

The Canadian Food Inspection Agency has not run or funded any government advertising campaigns abroad since January 1, 2022.

Canadian Institutes of Health Research

The Canadian Institutes of Health Research have not run or funded any government advertising campaigns abroad since January 1, 2022.

Patented Medicine Prices Review Board

The Patented Medicine Prices Review Board has not run or funded any government advertising campaigns abroad since January 1, 2022.

Public Health Agency of Canada

The Public Health Agency of Canada has not run or funded any government advertising campaigns abroad since January 1, 2022.

Housing, Infrastructure and Communities Canada

Reply by: the Minister of Housing and Infrastructure and Minister responsible for Pacific Economic Development Canada

Name of Signatory: Jennifer McKelvie, M.P.

Reply

Housing, Infrastructure and Communities Canada

Housing, Infrastructure and Communities Canada has nothing to report.

Canada Infrastructure Bank

The Canada Infrastructure Bank has nothing to report.

Windsor-Detroit Bridge Authority

The Windsor-Detroit Bridge Authority has nothing to report.

The Jacques Cartier and Champlain Bridges Incorporated

The Jacques Cartier and Champlain Bridges Incorporated has nothing to report.

Canada Mortgage and Housing Corporation

Canada Mortgage and Housing Corporation has nothing to report.

Canada Lands Company

The Canada Lands Company has nothing to report.

Indigenous Services Canada

Reply by: the Minister of Indigenous Services

Name of Signatory: Ginette Lavack

Reply

Indigenous Services Canada and Indian Oil and Gas Canada

Since January 1, 2022, Indigenous Services Canada did not run any government advertising campaigns abroad.

Innovation, Science and Economic Development Canada

Reply by: the Minister of Industry and Minister responsible for Canada Economic Development for Quebec Regions

Name of Signatory: Mélanie Joly

Reply

Innovation, Science and Economic Development Canada (including its special operating agencies)

Since January 1, 2022, no advertising campaigns abroad have been conducted or funded.

Canadian Space Agency

Since January 1, 2022, no advertising campaigns abroad have been conducted or funded.

Copyright Board of Canada

Since January 1, 2022, no advertising campaigns abroad have been conducted or funded.

National Research Council Canada

Since January 1, 2022, no advertising campaigns abroad have been conducted or funded.

Natural Sciences and Engineering Research Council of Canada

Since January 1, 2022, no advertising campaigns abroad have been conducted or funded.

Social Sciences and Humanities Research Council of Canada

Since January 1, 2022, no advertising campaigns abroad have been conducted or funded.

Statistics Canada

Since January 1, 2022, no advertising campaigns abroad have been conducted or funded.

Business Development Bank of Canada

Since January 1, 2022, no advertising campaigns abroad have been conducted or funded.

Standards Council of Canada

Since January 1, 2022, no advertising campaigns abroad have been conducted or funded.

Destination Canada

Reply by: the Minister of Women and Gender Equality and Secretary of State (Small Business and Tourism)

Name of Signatory: Marie-Gabrielle Ménard

Reply

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the	(vii) types of media advertisements used
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						campaign ran in	
Sounds of Canada To leverage Canada's musical and wellness influencers to raise awareness of the country's iconic experiences	Taking listeners on a musical journey between cities and landscapes	The financial costs of advertising campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold substantial value. As per Section 18(a) of the <i>Access to Information Act</i> , this information has been withheld as its disclosure would pose a risk to the economic interests of Canada.	The financial costs of advertising campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold substantial value. As per Section 18(a) of the <i>Access to Information Act</i> , this information has been withheld as its disclosure would pose a risk to the economic interests of Canada.	01-01-2022	12-01-2022	Australia, France, Germany, United Kingdom	Streaming platform
Palacio de Hierro To highlight Canada's bookable winter activities to a luxury retailer's high-end customer base	Positioning Canada as a premium winter destination featuring a range of ski and non-ski experiences available to book through the retailer's travel agency	The financial costs of advertising campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold substantial	The financial costs of advertising campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold substantial	08-01-2022	12-01-2022	Mexico	In-store activations, print, online, social media, e-newsletters

		value. As per Section 18(a) of the <i>Access to Information Act</i> , this information has been withheld as its disclosure would pose a risk to the economic interests of Canada.	value. As per Section 18(a) of the <i>Access to Information Act</i> , this information has been withheld as its disclosure would pose a risk to the economic interests of Canada.				
Refresh Your View To restore United States travel to Canada during the summer	Expanding American travellers' knowledge of the remarkable experiences available in Canada	The financial costs of advertising campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold substantial value. As per Section 18(a) of the <i>Access to Information Act</i> , this information has been withheld as its disclosure would pose a risk to the economic interests of Canada.	The financial costs of advertising campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold substantial value. As per Section 18(a) of the <i>Access to Information Act</i> , this information has been withheld as its disclosure would pose a risk to the economic interests of Canada.	10-01-2022	03-01-2023	United States	Outdoor media, programmatic online, social media, connected television, cinema
Embrace the Off Season To drive United	Positioning Canada's fall landscapes	The financial costs of advertising	The financial costs of advertising	15-07-2023	08-01-2024	United States	Digital advertising, out-of-home media,

<p>States fall travel to Canada during the shoulder season</p>	<p>and communities as an opportunity to relax and unwind</p>	<p>campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold substantial value. As per Section 18(a) of the <i>Access to Information Act</i>, this information has been withheld as its disclosure would pose a risk to the economic interests of Canada.</p>	<p>campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold substantial value. As per Section 18(a) of the <i>Access to Information Act</i>, this information has been withheld as its disclosure would pose a risk to the economic interests of Canada.</p>				<p>print media, online, and show integrations</p>
<p>Fiennes: Return to the Wild To generate global awareness and interest in Canada through premium long-form storytelling</p>	<p>Series following Sir Ranulph Fiennes revisiting his 1971 expedition through Western Canada, highlighting the country's wilderness and adventure experiences</p>	<p>The financial costs of advertising campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold substantial value. As per Section 18(a) of the <i>Access to Information Act</i>, this</p>	<p>The financial costs of advertising campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold substantial value. As per Section 18(a) of the <i>Access to Information Act</i>, this information</p>	<p>05-01-2024</p>	<p>05-01-2025</p>	<p>United States, Mexico, United Kingdom, Germany, France, Australia, South Korea, Japan, China, with syndication pickup in an additional 24 countries</p>	<p>Streaming platforms, in-flight entertainment, online content</p>

		information has been withheld as its disclosure would pose a risk to the economic interests of Canada.	has been withheld as its disclosure would pose a risk to the economic interests of Canada.				
Try Canada To drive demand and increase online searches for Canadian destinations during fall and winter	Encouraging travellers to discover new winter experiences and seasonal activities across Canada	The financial costs of advertising campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold substantial value. As per Section 18(a) of the <i>Access to Information Act</i> , this information has been withheld as its disclosure would pose a risk to the economic interests of Canada.	The financial costs of advertising campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold substantial value. As per Section 18(a) of the <i>Access to Information Act</i> , this information has been withheld as its disclosure would pose a risk to the economic interests of Canada.	06-01-2024	08-01-2024	United States	Outdoor media, programmatic online, social media, connected television, cinema
Top Chef: Destination Canada To drive travel consideration for Canada through entertainment-led storytelling	Featuring Canada in Bravo's <i>Top Chef</i> franchise, showcasing destinations, local ingredients, and culinary	The financial costs of advertising campaigns being requested as part of this question are deemed	The financial costs of advertising campaigns being requested as part of this question are deemed	03-01-2025	01-07-2025	United States	Outdoor media, programmatic online, social media, connected television, print

	traditions through a cross-country culinary journey designed to inspire travel	financial and commercial in nature, and are reasonably likely to hold substantial value. As per Section 18(a) of the <i>Access to Information Act</i> , this information has been withheld as its disclosure would pose a risk to the economic interests of Canada.	financial and commercial in nature, and are reasonably likely to hold substantial value. As per Section 18(a) of the <i>Access to Information Act</i> , this information has been withheld as its disclosure would pose a risk to the economic interests of Canada.				
Try Canada To drive demand and increase online searches for Canadian destinations during fall and winter	Encouraging travellers to discover new winter experiences and seasonal activities across Canada	The financial costs of advertising campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold substantial value. As per Section 18(a) of the <i>Access to Information Act</i> , this information has been withheld as its disclosure would pose a risk to the	The financial costs of advertising campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold substantial value. As per Section 18(a) of the <i>Access to Information Act</i> , this information has been withheld as its disclosure would pose a risk to the economic	06-01-2025	08-01-2025	Mexico	Outdoor media, programmatic online, social media, connected television, cinema

		economic interests of Canada.	interests of Canada.				
Life in Canada To generate interest in Atlantic Canada through visual storytelling	Featuring three <i>National Geographic</i> photographers on a road trip through Atlantic Canada, capturing authentic moments and everyday experiences through photography and video	The financial costs of advertising campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold substantial value. As per Section 18(a) of the <i>Access to Information Act</i> , this information has been withheld as its disclosure would pose a risk to the economic interests of Canada.	The financial costs of advertising campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold substantial value. As per Section 18(a) of the <i>Access to Information Act</i> , this information has been withheld as its disclosure would pose a risk to the economic interests of Canada.	08-01-2025	10-01-2025	United States, United Kingdom, France, Germany	Streaming platforms, owned channels (website, social media)
OpenHome To reinforce Canada's brand positioning and encourage travel consideration among United States travellers	Inviting Americans to experience Canadian hospitality through shared meals in Canadian homes, reinforcing themes of openness, authenticity, and welcome	The financial costs of advertising campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold	The financial costs of advertising campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold	11-01-2025	01-02-2026	United States	Digital advertising, social media

		substantial value. As per Section 18(a) of the <i>Access to Information Act</i> , this information has been withheld as its disclosure would pose a risk to the economic interests of Canada.	substantial value. As per Section 18(a) of the <i>Access to Information Act</i> , this information has been withheld as its disclosure would pose a risk to the economic interests of Canada.				
Canada, naturally To launch Canada's new national tourism brand platform across international markets	Introducing the new brand positioning and tagline, and highlighting authentic and distinctive Canadian travel experiences across leisure and business events marketing	The financial costs of advertising campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold substantial value. As per Section 18(a) of the <i>Access to Information Act</i> , this information has been withheld as its disclosure would pose a risk to the economic interests of Canada.	The financial costs of advertising campaigns being requested as part of this question are deemed financial and commercial in nature, and are reasonably likely to hold substantial value. As per Section 18(a) of the <i>Access to Information Act</i> , this information has been withheld as its disclosure would pose a risk to the economic interests of Canada.	01-03-2025	01-11-2025	United States, United Kingdom, China	Outdoor media, programmatic online, social media, connected television, cinema

Destination Canada is Canada's national tourism marketing organization, with a core mandate to promote Canada internationally as a premier leisure travel destination. This entails delivering numerous advertising campaigns each year. Given the volume of activity since January 1, 2022, it was not feasible within the time allotted to provide an exhaustive list of every campaign. The response above, therefore, highlights Destination Canada's primary international advertising campaigns delivered during this period.

Destination Canada regularly works with co-invested partners in delivering advertising and promotional activities. As a result, some of the campaigns referenced above were delivered in collaboration with domestic and/or international partners, and may have included shared funding and joint execution.

For the purposes of this response, Destination Canada has interpreted "advertising campaigns" to mean paid, consumer-directed marketing initiatives promoting Canada as a leisure travel destination. This does not include trade, media relations, business events, or other non-consumer-facing promotional activities.

Justice Canada

Reply by: the Minister of Justice and Attorney General of Canada and Minister responsible for the Atlantic Canada Opportunities Agency

Name of Signatory: the Parliamentary Secretary Patricia Lattanzio

Reply

Department of Justice

The Department of Justice did not run or fund any advertising campaigns abroad between January 1, 2022, and February 25, 2026.

Canadian Human Rights Commission

The Canadian Human Rights Commission did not run or fund any advertising campaigns abroad between January 1, 2022, and February 25, 2026.

Administrative Tribunals Support Service of Canada

The Administrative Tribunals Support Service of Canada did not run or fund any advertising campaigns abroad between January 1, 2022, and February 25, 2026.

National Defence

Reply by: the Minister of National Defence

Name of Signatory: Sherry Romanado

Reply

National Defence

National Defence searched its records and found that no advertising campaigns abroad have been conducted or funded since January 1, 2022.

Canadian Coast Guard

The Canadian Coast Guard searched its records and found that no advertising campaigns abroad have been conducted or funded since the transition to National Defence on September 2, 2025.

Communications Security Establishment Canada

The Communications Security Establishment Canada advertises domestically only and, therefore, has no record of government advertising campaigns abroad.

The Military Grievance External Review Committee

With regard to government advertising campaigns abroad, the response from the Military Grievances External Review Committee is that we have not run any such campaigns since January 1, 2022.

The Military Police Complaints Commission

The Military Police Complaints Commission did not run any advertising campaigns since January 1, 2022.

The National Defence and Canadian Forces Ombudsman

The National Defence and Canadian Armed Forces Ombudsman has not conducted any advertising campaigns abroad since January 1, 2022.

Natural Resources Canada

Reply by: the Minister of Energy and Natural Resources

Name of Signatory: The Honourable Tim Hodgson, P.C., M.P.

Reply

Natural Resources Canada

From January 1, 2022, to February 25, 2026, Natural Resources Canada has nothing to report in relation to Q-911.

Canada Energy Regulator

From January 1, 2022, to February 25, 2026, the Canada Energy Regulator has nothing to report in relation to Q-911.

Canadian Nuclear Safety Commission

From January 1, 2022, to February 25, 2026, the Canadian Nuclear Safety Commission has nothing to report in relation to Q-911.

Northern Pipeline Agency

From January 1, 2022, to February 25, 2026, the Northern Pipeline Agency has nothing to report in relation to Q-911.

Atomic Energy of Canada Limited

From January 1, 2022, to February 25, 2026, the Atomic Energy of Canada Limited has nothing to report in relation to Q-911.

Public Safety Canada

Reply by: the Minister of Public Safety

Name of Signatory: Jacques Ramsay, Parliamentary Secretary

Reply

Public Safety Canada

From January 1, 2022 to February 25, 2026, Public Safety Canada did not run or fund any government advertising campaigns abroad.

Canada Border Services Agency

From January 1, 2022 to February 25, 2026, the Canada Border Services Agency did not run or fund advertising campaigns abroad.

Canadian Security Intelligence Service

Given its mandate and specific operational requirements the Canadian Security Intelligence Service does not generally disclose details related to expenditures beyond those publicly reported in the Estimates, Public Accounts, and the Budget. However, the Canadian Security Intelligence Service can confirm that it does not have a mandate to disburse funds.

Correctional Service of Canada

From January 1, 2022 to February 25, 2026, the Correctional Service of Canada did not run or fund any government advertising campaigns abroad.

Parole Board of Canada

From January 1, 2022 to February 25, 2026, the Parole Board of Canada did not run or fund any government advertising campaigns abroad.

Royal Canadian Mounted Police

From January 1, 2022 to February 25, 2026, the Royal Canadian Mounted Police did not run or fund any government advertising campaigns abroad.

Public Services and Procurement Canada

Reply by: the Minister of Government Transformation, Public Works and Procurement and Quebec Lieutenant

Name of Signatory: Jenna Sudds

Reply

Public Services and Procurement Canada

The details on government advertising campaigns abroad, between January 1, 2022, and February 25, 2026, can be found in the following table.

i) purpose of the campaign	ii) description of the campaign message	iii) cost or estimated cost of the campaign	iv) itemized breakdown of the costs	v) start date	v) end date	vi) names of the countries which the campaign ran in	vii) types of media advertisements used
Promote the sale of Royal Canadian Mounted Police horses via GCSurplus to relevant audiences	Horses from the Royal Canadian Mounted Police Musical Ride available for auction via GCSurplus	\$4,464.94	\$2,999.94 LinkedIn – Canada and the United States \$890 Horse Journal – Canada Only \$300 Cheval Branché – Canada Only \$275 Horse	2023-09-25	2023-10-11	Canada / the United States	LinkedIn – Canada and the United States Horse Journal – Canada Only Cheval Branché – Canada Only Horse Canada – Canada Only

			Canada – Canada Only				
Promote the sale of Royal Canadian Mounted Police horses via GCSurplus to relevant audiences	Horses from the Royal Canadian Mounted Police Musical Ride available for auction via GCSurplus	\$4,293.00	\$1,499.52 META (Facebook and Instagram) – Canada and the United States \$982.83 Reddit – Canada and the United States \$810.65 Google – Canada and the United States \$1,000.00 Canadian Broadcasting Corporation Max/Radio-Canada – Canada Only	2025-09-08	2025-10-08	Canada / the United States	META (Facebook and Instagram) – Canada and the United States Reddit – Canada and the United States Google – Canada and the United States Canadian Broadcasting Corporation Max/Radio-Canada – Canada Only

Canada Post Corporation

The Canada Post Corporation has not run or funded any advertising campaigns abroad between January 1, 2022, and February 25, 2026.

Defence Construction Canada

Defence Construction Canada has not run or funded any advertising campaigns abroad between January 1, 2022, and February 25, 2026.

National Capital Commission

The National Capital Commission has not run or funded any government advertising campaigns abroad between January 1, 2022, and February 25, 2026.

Shared Services Canada

With regard to government advertising campaigns abroad, including those run by or funded by the government, since January 1, 2022, Shared Services Canada has nothing to report.

Environment and Climate Change Canada

Reply by: the Minister of the Environment, Climate Change and Nature

Name of Signatory: The Honourable Julie Dabrusin

Reply

Environment and Climate Change Canada

Environment and Climate Change Canada did not have any advertising campaigns abroad related to Q-911.

Impact Assessment Agency of Canada

What are the details of each campaign, including the:

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the campaign ran in	(vii) types of media advertisements used
Promote legislated comment period	The Impact Assessment Agency of Canada invites public comments on Crown Mountain project	\$1575 Canadian	The Missoulian: \$525 Flathead Beacon: \$1050	February 1, 2024 January 30, 2024	February 1, 2024 February 28, 2024	United States of America	Print and Web
Promote legislated comment period	The Impact Assessment Agency of Canada invites public comments on Fording River project	\$650 Canadian	The Missoulian: \$650	January 20, 2026	January 20, 2026	United States of America	Print

Canada Water Agency

The Canada Water Agency did not have any advertising campaigns abroad related to Q-911.

Parks Canada

What are the details of each campaign, including the:

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the campaign ran in	(vii) types of media advertisements used
Promote sales of Parks Canada Discovery Passes to tour operators and travel agents in Australia	Discover Canada's historic and natural wonders.	\$468.35	Half-page: \$468.35	2022-01-30	Not applicable	Australia	Print – Magazine
Increase awareness and sales of Parks Canada Discovery Passes to United Kingdom and Australian tour operators	Discover Canada's historic and natural wonders.	\$2,575.00	Half-page: \$2,575.00	2022-09-13	Not applicable	United Kingdom, Australia	Print/Digital – Magazine
Promote Fundy National Park	Camping and Activities. Stay overnight.	\$3,500.00	English: \$2,450.00 French: \$1,050.00	2024-06-04	2024-11-30	United States, Canada	Internet – Search Engine Marketing
Promote Wood Buffalo National Park	The largest dark-sky preserve in North America.	\$2,159.00	8.5" x 11" inside back cover: \$2,159.00	2025-03-03	Not applicable	United States, Canada	Print – Magazine

Promote Wood Buffalo National Park	Embark on an adventure in Canada's largest national park.	\$2,200.00	7" x 10": \$2,200.00	2025-05-01	Not applicable	United States, Canada	Print – Magazine
Increase awareness of recent closures, regulations, and Interim Sanctuary Zones for those planning boating trips to Gulf Islands National Park Reserve	Planning on boating or kayaking in the Gulf Islands? What to know before your visit.	\$1,500.00	English: \$1,125.00 French: \$375.00	2025-06-09	2025-07-11	United States, Canada	Internet – Search Engine Marketing
Promote on-water programs at Lake Superior National Marine Conservation Area	Silver & Stone: A Historical Canoe Tour with Parks Canada. Superior adventures on a freshwater sea.	\$2,832.00	Print: \$1,932.00 Meta: \$900.00	2025-06-16	2025-09-31	United States, Canada	Print – Magazine Meta
Promoting the digital version of the Parks Canada's Discovery Pass to tour companies for their clients who will be travelling on their own, outside of an organized tour group	Discover Canada's natural and cultural wonders.	\$7,000.00	English: \$5,000.00 French: \$2,000.00	2025-08-31	Not applicable	United Kingdom, Germany, France, Switzerland, Netherlands, Australia	Print – Magazine

Promote Fundy National Park activities and camping offers	Camping and Activities. Stay overnight.	\$3,500.00	English: \$2,450.00 French: \$1,050.00	2025-09-18	2026-03-30	United States, Canada	Internet – Search Engine Marketing
Promotion of Thaidene Nëné National Park Reserve and sustainable travel practices towards Scandinavian visitors	Welcome to the land of the ancestors.	\$2,600.00	Print (full-page) and digital (2000 x 1000 pixels): \$2,600.00 *	2025-12-02	2026-01-02	Sweden	Print – Magazine Digital – web banner

* The campaign was sold as a bundled package with a single cost for both media types.

Transport Canada

Reply by: the Minister of Transport and Leader of the Government in the House of Commons

Name of Signatory: Mike Kelloway

Reply

Transport Canada

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the campaign ran in	(vii) types of media advertisement used
Southern Resident killer whales – 2022 Season To complement a broader communications strategy to inform all	Stay 400 metres away from all killer whales in Southern British Columbia waters. It's the law. Slow down to 10 knot or less near Swiftsure Bank, it's the law.	\$12,026 \$8,643	15 second video Mobile banners 320x50, 300x50, 300x250	August 30, 2022	November 15, 2022	Washington State, United States	YouTube (geotargeted) Pelmorex (V Network Un States) (geotargeted)

<p>shippers and boater in Southern British Columbia and Washington State of whale presence, and to continue to build awareness about mandatory and voluntary actions mariners, fish harvesters and the public must or can take to prevent injury and reduce mortality rates for endangered marine mammals in our oceans.</p>	<p>Stay out of the sanctuary zones. It's the law.</p> <p>No fishing in designated salmon closures. It's the law.</p> <p>If you see a tail, fin or spray – slow down and stay away.</p> <p>Do not disturb marine mammals. It's the law.</p> <p>Keep your eyes on the water and report sightings of marine mammals that need help.</p> <p>Report accidental contact with marine mammals. Any accidental contact between your vessel/gear and a marine mammal must be reported by law.</p>						
<p>Southern Resident killer whales – 2023Season</p> <p>To complement a broader communications strategy to inform all shippers and boater in Southern British Columbia and Washington State of whale presence, and to continue to build awareness about mandatory and voluntary actions mariners, fish harvesters and the public must</p>	<p>Stay 400 metres away from all killer whales in Southern British Columbia waters. It's the law.</p> <p>Slow down to 10 knots or less near Swiftsure Bank, it's the law.</p> <p>Stay out of the sanctuary zones. It's the law.</p> <p>No fishing in designated salmon closures. It's the law.</p> <p>If you see a tail, fin or spray – slow down and stay away.</p> <p>Do not disturb marine mammals. It's the law.</p> <p>Keep your eyes on the water and report sightings of marine mammals that need help.</p>	<p>\$28,888</p>	<p>15 second videos</p>	<p>July 17, 2023</p>	<p>November 26, 2023</p>	<p>Washington State, United States</p>	<p>YouTube (geotargeter</p>

<p>or can take to prevent injury and reduce mortality rates for endangered marine mammals in our oceans.</p>	<p>Report accidental contact with marine mammals. Any accidental contact between your vessel/gear and a marine mammal <u>must be reported</u> by law.</p>						
<p>Southern Resident killer whales – 2024 Season</p> <p>To complement a broader communications strategy to inform all shippers and boater in Southern British Columbia and Washington State of whale presence, and to continue to build awareness about mandatory and voluntary actions mariners, fish harvesters and the public must or can take to prevent injury and reduce mortality rates for endangered marine mammals in our oceans.</p>	<p>Stay 400 metres away from all killer whales in Southern British Columbia waters. It's the law.</p> <p>Slow down to 10 knots or less near Swiftsure Bank, it's the law.</p> <p>Stay out of the sanctuary zones. It's the law.</p> <p>No fishing in designated salmon closures. It's the law.</p> <p>If you see a tail, fin or spray – slow down and stay away.</p> <p>Do not disturb marine mammals. It's the law.</p> <p>Keep your eyes on the water and report sightings of marine mammals that need help.</p> <p>Report accidental contact with marine mammals. Any accidental contact between your vessel/gear and a marine mammal <u>must be reported</u> by law.</p>	<p>\$2,000</p> <p>\$8,956</p>	<p>15 second video</p> <p>Desktop, Tablet, Mobile</p> <p>Cross platform: 300x250, 728x90, 300x600, 320x5</p>	<p>July 27, 2024</p>	<p>September 8, 2024</p>	<p>Washington State, United States</p>	<p>YouTube (geotargeter)</p> <p>Pelmorex (V Network)</p>
<p>Southern Resident killer whales – 2025 Season</p> <p>To complement a broader</p>	<p>Stay 400 metres away from all killer whales in Southern British Columbia waters. It's the law.</p> <p>Slow down to 10 knots or less</p>	<p>\$10,336</p> <p>\$18,948</p>	<p>15 second video</p> <p>Desktop, Tablet, Mobile</p> <p>Cross platform:</p>	<p>August 18, 2025</p>	<p>November 4, 2025</p>	<p>Washington State, United States</p>	<p>YouTube (geotargeter)</p> <p>Pelmorex (V Network)</p>

<p>communications strategy to inform all shippers and boater in Southern British Columbia and Washington State of whale presence, and to continue to build awareness about mandatory and voluntary actions mariners, fish harvesters and the public must or can take to prevent injury and reduce mortality rates for endangered marine mammals in our oceans.</p>	<p>near Swiftsure Bank, it's the law.</p> <p>Stay out of the sanctuary zones. It's the law.</p> <p>No fishing in designated salmon closures. It's the law.</p> <p>If you see a tail, fin or spray – slow down and stay away.</p> <p>Do not disturb marine mammals. It's the law.</p> <p>Keep your eyes on the water and report sightings of marine mammals that need help.</p> <p>Report accidental contact with marine mammals. Any accidental contact between your vessel/gear and a marine mammal must be reported by law.</p>	<p>300x250, 728x90, 300x600, 320x5</p>					
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Canadian Transportation Agency

The Canadian Transportation Agency has not run or funded any advertising campaigns abroad since January 1, 2022.

Atlantic Pilotage Authority

With regard to government advertising campaigns abroad, the Atlantic Pilotage Authority has not had any campaigns aboard since January 1, 2022.

Canadian Air Transport Security Authority

The Canadian Air Transport Security Authority does not run any advertising campaigns outside of Canada.

The Federal Bridge Corporation Limited

The Federal Bridge Corporation Limited did not conduct any advertising campaigns abroad.

Great Lakes Pilotage Authority

The Great Lakes Pilotage Authority has not done any advertising campaigns abroad since January 1, 2022.

Laurentian Pilotage Authority

The Laurentian Pilotage Authority has not run nor funded any government advertising campaign abroad since January 2022.

Marine Atlantic

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the campaign ran in	(vii) types of media advertisements used
Drive Awareness of and Interest in Booking the Service/Book a Crossing	Always On, 2022	\$4,300.00	Google = \$4,300.00	ongoing	ongoing	United States	Google (can include search, YouTube, Performance Max, AI Max, Deman Generation, Display)
Drive Awareness of and Interest in Booking the Service/Book a Crossing	Spring Sale, 2023	\$2,187.50	Meta = \$2,187.50	February 23, 2023	April 5, 2023	United States	Meta Ads (Facebook, Instagram)
Drive Awareness of and Interest in Booking the Service/Book a Crossing	Flash Sale, 2023	\$600.00	Meta = \$600.00	November 22, 2023	November 30, 2023	United States	Meta Ads (Facebook, Instagram)
Drive Awareness of and Interest in Booking	Always On, 2023	\$11,750.00	Google = \$11 750.00	ongoing	ongoing	United States	Google (can include search, YouTube, Performance

the Service/Book a Crossing							Max, AI Max, Deman Generation, Display)
Drive Awareness of and Interest in Booking the Service/Book a Crossing	Argentia Reminder, 2023	\$3,950.00	Google = \$650.00 Meta = \$3,300.00	April 25, 2023	May 24, 2025	United States	Google (can include search, YouTube, Performance Max, AI Max, Deman Generation, Display) Meta Ads (Facebook, Instagram)
Drive Awareness of and Interest in Booking the Service/Book a Crossing	Spring Sale, 2024	\$14,981.00	Google = \$4,020.00 Meta = \$961.00 Spotify = \$10,000.00	February 15, 2024	March 27, 2024	United States	Google (can include search, YouTube, Performance Max, AI Max, Deman Generation, Display) Meta Ads (Facebook, Instagram) Digital Audio Streaming (podcast and music streaming ads)
Drive Awareness of and Interest in Booking the Service/Book a Crossing	Flash Sale, 2024	\$1,460.00	Google = \$585.00 Spotify = \$875.00	November 14, 2024	November 28, 2024	United States	Google (can include search, YouTube, Performance Max, AI Max, Deman Generation, Display) Digital Audio Streaming (podcast and music streaming ads)

Drive Awareness of and Interest in Booking the Service/Book a Crossing	Fall Campaign, 2024	\$3,951.00	Google = \$1,400.00 Bing = \$80.00 Meta = \$1,221.00 Spotify = \$1,250.00	August 25, 2024	October 5, 2024	United States	Google and Bing Ads (can include search, YouTube, Performance Max, AI Max, Deman Generation, Display) Meta Ads (Facebook, Instagram) Digital Audio Streaming (podcast and music streaming ads)
Drive Awareness of and Interest in Booking the Service/Book a Crossing	Always On, 2024	\$9,400.00	Google = \$9,400.00	ongoing	ongoing	United States	Google (can include search, YouTube, Performance Max, AI Max, Deman Generation, Display)
Drive Awareness of and Interest in Booking the Service/Book a Crossing	New Vessel, 2024	\$1,074.00	Meta = \$1,074.00	April 19, 2024	May 31, 2024	United States	Meta Ads (Facebook, Instagram)
Drive Awareness of and Interest in Booking the Service/Book a Crossing	Spring Sale, 2025	\$2,450.00	Google = \$330.00 Bing = \$120.00 Spotify = \$2,000.00	February 13, 2025	March 26, 2025	United States	Google and Bing Ads (can include search, YouTube, Performance Max, AI Max, Deman Generation, Display)
Drive Awareness of and Interest	Always On 2025	\$9,025.00	Google = \$8,725.00	ongoing	ongoing	United States	Google and Bing Ads (can include search,

in Booking the Service/Book a Crossing			Bing = \$300.00				YouTube, Performance Max, AI Max, Deman Generation, Display)
Drive Awareness of and Interest in Booking the Service/Book a Crossing	Argentia Reminder, 2025	\$250.00	Google = \$250.00	April 9, 2025	May 12, 2025	United States	Google (can include search, YouTube, Performance Max, AI Max, Deman Generation, Display)
Drive Awareness of and Interest in Booking the Service/Book a Crossing	Spring Sale, 2026	To be confirmed	To be confirmed	ongoing	ongoing	United States	Google and Bing Ads (can include search, YouTube, Performance Max, AI Max, Deman Generation, Display)
Drive Awareness of and Interest in Booking the Service/Book a Crossing	Fall Campaign, 2026	To be confirmed	To be confirmed	ongoing	ongoing	United States	Google and Bing Ads (can include search, YouTube, Performance Max, AI Max, Deman Generation, Display)
Drive Awareness of and Interest in Booking the Service/Book a Crossing	Always On 2026	\$1,325.00	Google = \$1,150.00 Bing = \$175.00	ongoing	ongoing	United States	Google and Bing Ads (can include search, YouTube, Performance Max, AI Max, Deman Generation, Display)
Drive Awareness of and Interest	Argentia Reminder, 2026	To be confirmed	To be confirmed	ongoing	ongoing	United States	Google and Bing Ads (can include search,

in Booking the Service/Book a Crossing							YouTube, Performance Max, AI Max, Deman Generation, Display)
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Pacific Pilotage Authority

The Pacific Pilotage Authority has not organized any advertising campaigns abroad since January 1, 2022.

VIA Rail Canada

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the campaign ran in	(vii) types of media advertisements used
VIA Rail Canada provides financial support to advertising campaigns conducted by international tour operators and partners. These initiatives aim to promote VIA Rail's services and encourage international visitors to travel and discover various	Travel on VIA Rail trains throughout Canada year-round, from coast to coast to coast.	According to partner tour operators, the cost of a campaign can range from \$1,000 to \$30,000, depending on the scope and duration of the campaign, the distribution methods used, and the country in which the campaign is conducted. For the years 2022 to 2025, VIA Rail allocated the following annual budget to tour operators who	As these advertising initiatives are carried out by tour operators or travel industry partners, VIA Rail does not have access to a detailed breakdown of campaign costs. VIA Rail contributes a fixed amount to each campaign in which it participates. However,	Advertising campaigns are conducted annually, with timing varying depending on the primary message of the campaign. For example, a tour operator may choose to promote winter travel in Canada in the Australian market. This type	Not Applicable	The campaigns are conducted in the following countries: the United Kingdom, Australia, Germany, France, the Netherlands, Belgium, Japan, South Korea and China.	The tour operator or tourism industry partner determines the advertising channels it considers most appropriate to effectively reach its target audience.

destinations across Canada.	planned and carried out these advertising campaigns: <ul style="list-style-type: none"> • 2022 = \$350,000 • 2023 = \$350,000 • 2024 = \$228,000 • 2025 = \$228,000 	we can provide a breakdown of costs by year and by country (see table below).	of campaign generally takes place in January and February to promote train travel in Canada during the winter season, from November to March.			
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(iv) itemized breakdown of the costs

Country	2022	2023	2024	2025
United Kingdom	100,000 \$	100,000 \$	75,000 \$	75,000 \$
Australia	90,000 \$	90,000 \$	53,000 \$	53,000 \$
Germany	60,000 \$	60,000 \$	Not Applicable	Not Applicable
France	30,000 \$	30,000 \$	Not Applicable	Not Applicable
Holland	20,000 \$	20,000 \$	Not Applicable	Not Applicable
Belgium	10,000 \$	10,000 \$	Not Applicable	Not Applicable
Japan	20,000 \$	20,000 \$	20,000 \$	20,000 \$
South Korea	10,000 \$	10,000 \$	10,000 \$	10,000 \$
China	10,000 \$	10,000 \$	Not Applicable	Not Applicable
Europe	Not Applicable	Not Applicable	50,000 \$	50,000 \$
Mexico	Not Applicable	Not Applicable	13,000 \$	13,000 \$

Brazil	Not Applicable	Not Applicable	7,000 \$	7,000 \$
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Veterans Affairs Canada

Reply by: the Minister of Veterans Affairs and Associate Minister of National Defence

Name of Signatory: Mr. Sean Casey

Reply

Veterans Affairs Canada

From January 1, 2022, to February 25, 2026, Veterans Affairs Canada did not run or fund any advertising campaigns abroad.

Veterans Review and Appeal Board

From January 1, 2022, to February 25, 2026, the Veterans Review and Appeal Board did not run or fund any advertising campaigns abroad.

Prairies Economic Development Canada

Reply by: the Minister of Emergency Management and Community Resilience and Minister responsible for Prairies Economic Development Canada

Name of Signatory: Anthony Housefather

Reply

Prairies Economic Development Canada

With regard to government advertising campaigns abroad run or funded by Prairies Economic Development Canada from January 1, 2022, to February 25, 2026, there are none.

Canada Economic Development for Quebec Regions

Reply by: the Minister of Industry and Minister responsible for Canada Economic Development for Quebec Regions

Name of Signatory: The Honourable Mélanie Joly

Reply

Canada Economic Development for Quebec Regions

Canada Economic Development for Quebec Regions has not run nor funded any advertising campaigns abroad between January 1, 2022, and February 25, 2026.

Federal Economic Development Agency for Northern Ontario

Reply by: the Minister of Jobs and Families and Minister responsible for the Federal Economic Development Agency for Northern Ontario

Name of Signatory: Parliamentary Secretary Annie Koutrakis

Reply

Federal Economic Development Agency for Northern Ontario

The Federal Economic Development Agency for Northern Ontario has the mandate to assist in the expansion and diversification of the economy of Northern Ontario. Therefore, the Federal Economic Development Agency for Northern Ontario does not run or fund advertising campaigns abroad.

Federal Economic Development Agency for Southern Ontario

Reply by: the Minister of Artificial Intelligence and Digital Innovation and Minister responsible for the Federal Economic Development Agency for Southern Ontario

Name of Signatory: The Honourable Evan Solomon, P.C., M.P.

Reply

Federal Economic Development Agency for Southern Ontario

The Federal Economic Development Agency for Southern Ontario did not advertise campaigns abroad, for the period of January 1, 2022 to February 25, 2026.

Public Prosecution Service of Canada

Reply by: the Minister of Justice and Attorney General of Canada and Minister responsible for the Atlantic Canada Opportunities Agency

Name of Signatory: Patricia Lattanzio

Reply

Public Prosecution Service of Canada

With regard to government advertising campaigns abroad, including those run by or funded by any government department, agency or Crown corporation, since January 1, 2022, the Public Prosecution Service of Canada has nothing to report regarding this question.

Pacific Economic Development Canada

Reply by: the Minister of Housing and Infrastructure and Minister responsible for Pacific Economic Development Canada

Name of Signatory: Jennifer McKelvie, M.P.

Reply

Pacific Economic Development Canada

Pacific Economic Development Canada did not conduct, nor fund, advertisement campaigns abroad since January 1, 2022.

Privy Council Office

Reply by: the Prime Minister of Canada

Name of Signatory: Rachel Bendayan, P.C., M.P.

Reply

Privy Council Office

Since January 1, 2022, the Privy Council Office has not run or funded any government advertising campaigns abroad.

Canadian Intergovernmental Conference Secretariat

Reply by: the President of the King's Privy Council for Canada and Minister responsible for Canada-U.S. Trade, Intergovernmental Affairs, Internal Trade and One Canadian Economy

Name of Signatory: Tim Louis

Reply

Since January 1, 2022, the Canadian Intergovernmental Conference Secretariat has not run or funded any government advertising campaigns abroad.

Public Service Commission of Canada

Reply by: the President of the King's Privy Council for Canada and Minister responsible for Canada-U.S. Trade, Intergovernmental Affairs, Internal Trade and One Canadian Economy

Name of Signatory: Tim Louis

Reply

Since January 1, 2022, the Public Service Commission of Canada has not run or funded any government advertising campaigns abroad.

Transportation Safety Board of Canada

Reply by: the President of the King's Privy Council for Canada and Minister responsible for Canada-U.S. Trade, Intergovernmental Affairs, Internal Trade and One Canadian Economy

Name of Signatory: Tim Louis

Reply

Since January 1, 2022, the Transportation Safety Board of Canada has not run or funded any government advertising campaigns abroad.

Treasury Board of Canada Secretariat

Reply by: the President of the Treasury Board

Name of Signatory: Tom Osborne

Reply

Treasury Board of Canada Secretariat

what are the details of each campaign, including the:

(i) purpose of the campaign	(ii) description of the campaign message	(iii) cost or estimated cost of the campaign	(iv) itemized breakdown of the costs	(v) start dates	(v) end dates	(vi) names of the countries which the campaign ran in	(vii) types of media advertisements used
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<p>As part of Canada's commitments assuming the G7 presidency and under the G7 Leaders' Statement on AI for Prosperity, to raise awareness of the G7 GovAI Grand Challenge in G7 countries.</p> <p>The Challenge was a two-week, intensive competition running from November 17 to December 1, 2025, which invited teams or individuals from G7 and European Union countries to submit proposals to tackle real public sector challenges with practical, scalable Artificial Intelligence solutions that could be adopted across governments.</p>	<p>Search engine marketing targeted messaging to encourage participation in the G7 GovAI Grand Challenge (Solve real challenges with Artificial Intelligence; Advance Artificial Intelligence in government; G7 Artificial Intelligence government challenge; Funding for Artificial Intelligence innovations)</p>	<p>\$101,700.00</p>	<p>Advertising fees: \$99,743.70</p> <p>Planning, production, agency fees: \$1,956.32</p>	<p>November 17, 2025</p>	<p>December 1, 2025</p>	<p>Canada United States France Italy Japan Germany United Kingdom</p>	<p>Internet (Search Engine Marketing)</p>
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Canada School of Public Service

The Canada School of Public Service confirms that it did not run or fund any government advertising campaigns abroad during the period of January 1, 2022 to February 25, 2026.

Public Sector Pension Investment Board

As a non-agent crown corporation, the Public Sector Pension Investment Board upholds an autonomous, arm's length operating mandate. The Public Sector Pension Investment Board is subject to disclosure requirements as set out in the Public Sector Pension Investment Board Act and the Access to Information Act and reports to the President of the Treasury Board. Information concerning the activities of the Public Sector Pension Investment Board is presented in the Annual Report tabled in Parliament by the President of the Treasury Board.