

NEWSPAPERS WORK

ROYAL CANADIAN MINT



The Challenge

The Royal Canadian Mint wanted to launch a new generation of one-dollar and two-dollar coins and needed Canadians to accept them. The coins had increased security features making them difficult to fraudulently duplicate as well costing less to produce.



The Objective

To reach out to as many Canadians as possible and explain the changes and the benefits of the new coins. The goal was to have the coins accepted while solidifying or improve the image of the Royal Canadian Mint.



The Plan

With goal of reaching a maximum number of Canadians, a media plan was created using newspapers to kick-off the launch. This visual medium was chosen as the message was going to be delivered through a visual of the coins and reinforced through detailed copy. Also a print ad allows for a website link to be provided as a source for more information.



The Creative

It was important to show the new coins as this would allow the Mint to reinforce that the loon (\$1) and polar bear (\$2) would still be used. The copy would provide details on the upgraded security features (i.e. virtual imaging, laser engraving, multiply steel) as well as highlighting it economical production.

CANADA
DOLLAR

YOUR LOONIE HAS EVOLVED

LASER MARK
MICRO-ENGRAVING

MULTI-PLY
PLATED STEEL

Your new one-dollar coin uses innovative processes and technologies to produce remarkably secure coins that cost less.

For more details, visit mint.ca/new1and2

ROYAL CANADIAN MINT
MONNAIE ROYALE CANADIENNE

CANADA
2 DOLLARS

YOUR TOONIE HAS EVOLVED

VIRTUAL IMAGE

MULTI-PLY
PLATED STEEL

EDGE
LETTERING

LASER MARK
MICRO-ENGRAVING

Your new two-dollar coin uses innovative processes and technologies to produce remarkably secure coins that cost less.

For more details, visit mint.ca/new2and2

ROYAL CANADIAN MINT
MONNAIE ROYALE CANADIENNE

For more information, go to www.newsmediacanada.ca

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The Results

Totum Research undertook a study to determine the impact of the Royal Canadian Mint's newspaper advertising. It found the campaign was very effective! And the more the message was seen, the greater the impact on Canadians!



The newspaper ad campaign reinforced the Mint's positioning of using innovative technology to produce coins.

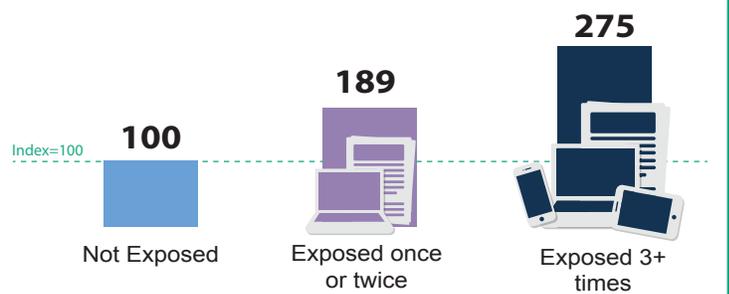


The message that the Royal Canadian Mint produces coins economically was thoroughly understood – even though it was not the main copy point.

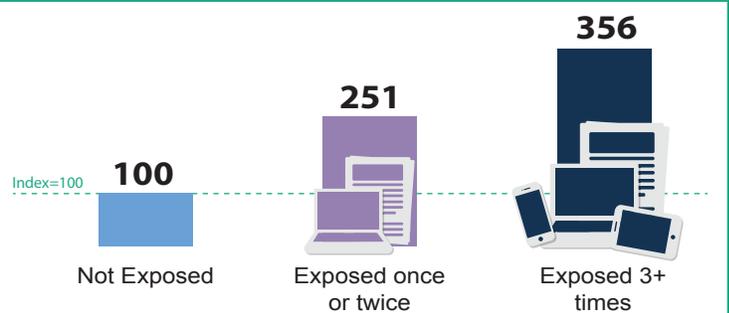


Finally, exposure to the newspaper ad campaign significantly increased how positively Canadians feel about our currency.

Readers who saw the ads 3+ times were 175% more likely to agree that the Royal Canadian Mint uses innovative technology to produce coins.



Readers who saw 3 or more ads were 256 more likely to agree that the Royal Canadian Mint produces coins economically.



Readers with higher exposure to the ads indexed 222 above average about feeling more positive about Canadian currency than before seeing advertising.



This newspaper campaign effectively highlighted a key change and secured an extremely positive reaction from Canadians – and the more they saw it, the better the response!

For more information, go to www.newsmediacanada.ca