

You believe in sustainable cities,
clean water and energy alternatives.

The Eye of the Wind, photo courtesy of Grouse Mountain

Clean technology is critical to protecting the environment. That's why tax measures in the BC Jobs Plan matter. By extending the Training Tax Credit and increasing the Small Business Venture Capital Tax Credit, clean tech companies are able to make investments and train new workers. This means jobs for today and a better environment for future generations. To learn more about how the BC Jobs Plan is creating opportunity, visit BCJobsPlan.ca

111119050-3 BC Jobs Plan- ebDomestic-GlobeCon erenceProgram indd 1

12-02-21 4 18 PM

LEFT page of double page spread ad

CREATION DATE: 02/17/12 MODIFICATION DATE: February 21, 2012 11:57 AM OUTPUT DATE: 02/21/12		CLIENT PROOF # 1		INTERNAL REVIEW # 1		
<div><div>DARE</div><div>5th Floor, 1085 Homer Street, Vancouver BC, V6B 1J4 p: 778 331 8340 f: 778 331 8341 www.thisisdare.com</div></div>	DOCKET #: 111119050-3 CLIENT: Government of BC DESCRIPTION: Conference Ad		Prod Mgr.: AS		APPROVALS	
	FILENAME: 111119050-3BCJobsPlan-FebDomestic GlobeConferenceProgram.indd		Acct Exec.: --		Art Director:	
	TRIM: 5.6" x 8.6" FOLD: BLEED: .0"		Art Director: AA		Copywriter:	
	IMAGE INFO: 300 dpi NOTES:		Copywriter: --		Producer:	
	Software: InDesign Version: CS4		Operator: cp		Accounts:	
				PLEASE DOUBLE CHECK FOR ACCURACY.		
PLEASE NOTE: Colour lasers do not accurately represent the colours in the finished product. This proof is strictly for layout purposes only.						
<div><div>AD #: 111119050-3</div><div>Pub: Globe Conference</div><div>Program</div><div>Insert: 02/XX/12</div></div>						



So do we.



THE BC
JOBS PLAN

111119050-3 BC Jobs Plan- ebDomestic-GlobeConferenceProgram.indd 2

12-02-21 4 18 PM

Right page of double page spread ad

CREATION DATE: 02/17/12 MODIFICATION DATE: February 21, 2012 11:57 AM OUTPUT DATE: 02/21/12

CLIENT PROOF # 1 INTERNAL REVIEW # 1

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	TRIM: 5.6" x 8.6"	FOLD:	BLEED: .0"
	IMAGE INFO: 300 dpi		NOTES:
	Software: InDesign Version: CS4		

Prod Mgr.: AS	APPROVALS Art Director: Copywriter: Producer: Accounts: PLEASE DOUBLE CHECK FOR ACCURACY.
Acct Exec.: --	
Art Director: AA	
Copywriter: --	
Operator: cp	

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AD #: 111119050-3
Pub: Globe Conference
Program
Insert: 02/XX/12



Expand Trade.



**Renew
infrastructure.**



Create jobs,



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GCP-2013-00061

**right here
at home.**



We're improving roads, ports, bridges and air connections for greater trade with growing Asian economies. And that's creating jobs here at home. To learn more about the BC Jobs Plan, or to share your ideas, visit BCJobsPlan.ca



**THE BC
JOBS PLAN**



**Encourage
investment.**



**Support
training.**



**Grow
small business,**



**right here
at home.**



We're extending the Apprenticeship Training Tax Credit and increasing the Small Business Venture Capital Tax Credit. And that helps small business grow. To learn more about the BC Jobs Plan, or to share your ideas, visit BCJobsPlan.ca



**THE BC
JOBS PLAN**

CREATION DATE: 12/15/11 MODIFICATION DATE: January 18, 2012 2:39 PM OUTPUT DATE: 01/18/12

CLIENT PROOF # 1 INTERNAL REVIEW # 2

DARE 5th Floor, 1085 Homer Street, Vancouver BC, V6B 1J4 p: 778 331 8340 f: 778 331 8341 www.thisisdare.com	DOCKET #: 111117602	CLIENT: Govt of BC	DESCRIPTION: BC Jobs-MediaPlanet	Prod Mgr.: AH	APPROVALS
	FILE NAME: 111117602-2 BC Jobs-Small Biz ad-BE.indd			Acct Exec.: AS	Art Director:
	TRIM: 10.25" x 6.0"	FOLD:	BLEED: .0"	Art Director: AA	Copywriter:
	IMAGE INFO: 300dpi			Copywriter: --	Producer:
	Software: InDesign			Operator: RP	Accounts:
	Version: CS4			PLEASE DOUBLE CHECK FOR ACCURACY.	

PLEASE NOTE: Colour lasers do not accurately represent the colours in the finished product. This proof is strictly for layout purposes only.

AD #: 111117602-BC Jobs-Small Biz Ad-BE	
Pub: Business Examiner-Fraser Valley	
Mat Deadline: 01/14/12	
Insert: Feb Issue	

Apprenticeships



The BC Jobs Plan supports apprenticeships.



And that gives employers and workers



the skills they need.



THE BC JOBS PLAN



To learn more, or share your ideas, visit BCJobsPlan.ca

Small Business



The BC Jobs Plan increases investment in small business.



And that helps small businesses



grow.



THE BC JOBS PLAN



To learn more, or share your ideas, visit BCJobsPlan.ca

3 Pillars

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The BC Jobs Plan improves



roads, ports, bridges and air connections.



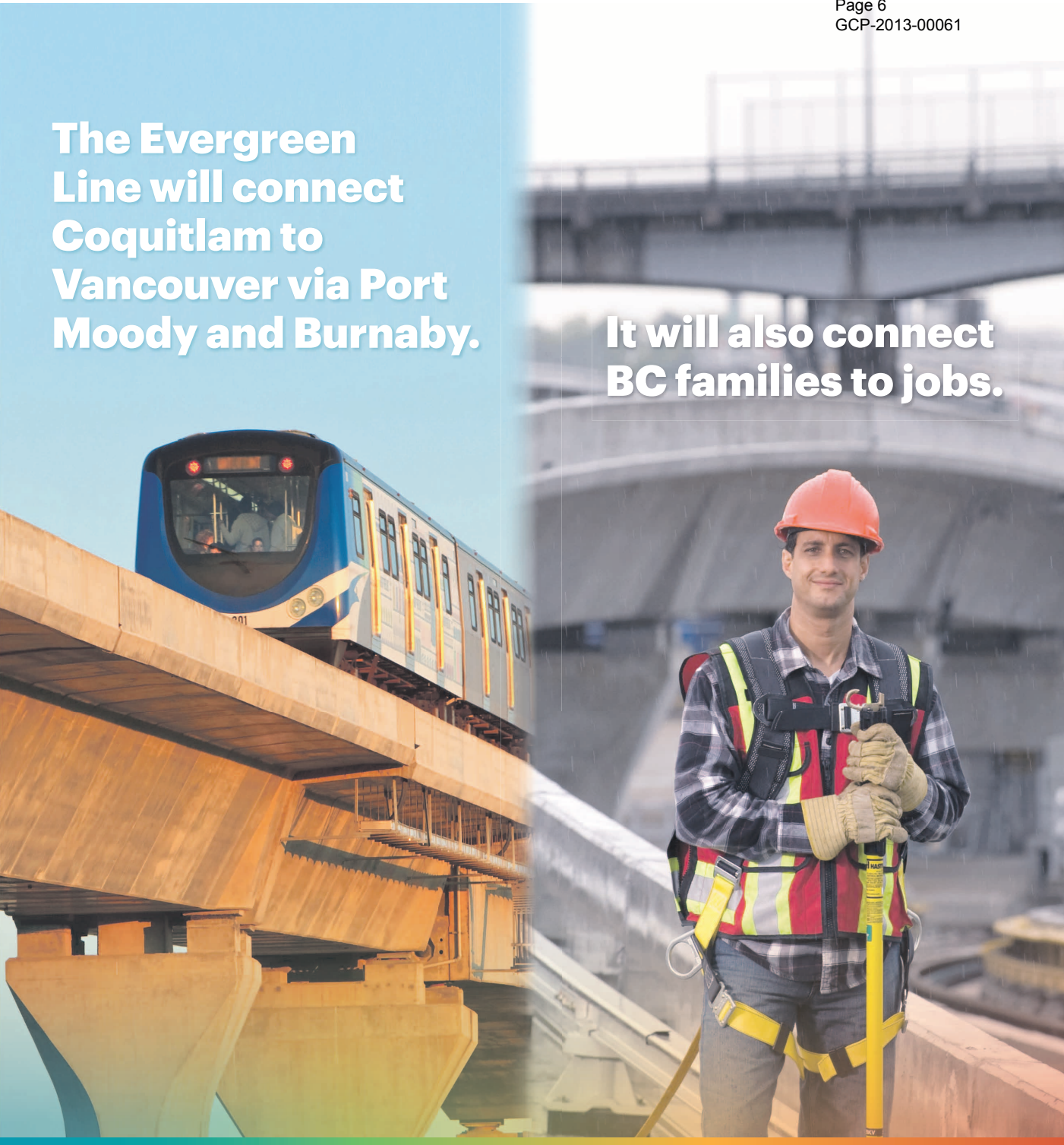
And that brings BC goods to the world.



THE BC JOBS PLAN



To learn more, or share your ideas, visit BCJobsPlan.ca



The Evergreen Line will connect Coquitlam to Vancouver via Port Moody and Burnaby.

It will also connect BC families to jobs.

The Evergreen Line is now on track, creating jobs both now and in the future.

A \$583 million investment from the provincial government along with funding from the federal government and Mayors’ Council means the project will now go ahead.

Not only will the Evergreen Line ease congestion, improve air quality and connect commuters, it will also create over 8,000 direct and indirect jobs right here in the Lower Mainland. Once open, it will create even more job opportunities for those able to use it in Burnaby, Port Moody and Coquitlam. It’s another example of the BC Jobs Plan in motion.

To learn more about how the BC Jobs Plan works for you and your family, or to share your ideas with us, visit BCJobsPlan.ca



THE BC
JOBS PLAN



111117602-2 BC Gov Evergreen Line Ad - r1C.indd 1				CLIENT PROOF # 1		INTERNAL REVIEW # 1	
CREATOR DATE: 10/05/11 MODIFICATION DATE: December 14, 2011 2:06 PM OUTPUT DATE: 12/14/11							
<div><div>DARE</div><div>5th Floor, 1085 Homer Street, Vancouver BC, V6B 1J4 p: 778 331 8340 f: 778 331 8341 www.thisisdare.com</div></div>	DOCKET #: 111117602-2 CLIENT: BC GOv DESCRIPTION: Evergreen Line Ad			Prod Mgr.:	AH	APPROVALS	
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	TRIM: 7.3125" x 11.43" FOLD: BLED: .0"			Art Director:	AA	Copywriter:	
	IMAGE INFO: dpi NOTES:			Copywriter:	JB	Producer:	
	Software: InDesign Version: CS5			Operator:	RH	Accounts:	
	<div>C M Y K</div>			PLEASE DOUBLE CHECK FOR ACCURACY.			



BC has doubled lumber exports to China in one year. Commodity exports to India were up 74% in the last year alone. Expanding relationships with the world's fastest growing economies is just one aspect of the BC Jobs Plan. Enabling job creation, supporting small business start-ups, and continuing investments in infrastructure and skills training are just some of the ways the BC Jobs Plan is helping to create jobs for BC families.

To learn more about how the BC Jobs Plan is works for you and your family, or to share your ideas, visit [BC Jobs Plan.ca](https://www.bccanada.ca/jobsplan)



**THE BC
JOBS PLAN**





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**THE BC
JOBS PLAN**





Last year alone, over 4 million visitors from around the world experienced the advantages of British Columbia. From skiing and snowboarding to golf and fine dining. Creating job opportunities in tourism is just one aspect of the BC Jobs Plan. Expanding relationships with the world’s fastest growing economies, supporting small business start-ups, and continuing investments in infrastructure and skills training are just some of the ways the BC Jobs Plan is helping to create jobs for BC families.

To learn more about how the BC Jobs Plan works for you and your family, or to share your ideas, visit BCJobsPlan.ca



THE BC
JOBS PLAN



CREATION DATE: 10/05/11 MODIFICATION DATE: December 21, 2011 11:41 AM OUTPUT DATE: 12/21/11				CLIENT PROOF # 3		INTERNAL REVIEW # 3	
<div><div>DARE</div><div>5th Floor, 1085 Homer Street, Vancouver BC, V6B 1J4 p: 778 331 8340 f: 778 331 8341 www.thisisdare.com</div></div>	DOCKET #: xxxxxxxx CLIENT: xxxx DESCRIPTION: xxxxxx			Prod Mgr.:	--	APPROVALS	
	FILE NAME: forestry&tourismNew.indd			Acct Exec.:	--	Art Director:	
	TRIM: 0.0" x 0.0" FOLD: BLEED: .0"			Art Director:	--	Copywriter:	
	IMAGE INFO: dpi NOTES:			Copywriter:	--	Producer:	
	Software: InDesign Version: CS4			Operator:	--	Accounts:	
				PLEASE DOUBLE CHECK FOR ACCURACY.			

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PUBLICATIONS: Kamloops Daily News, Kelowna
Daily News, Naniamo Daily News, Penticton
Herald, Prince George Citizen, Victoria Times
Colonist

Draft

BRIEF:

Why are we communicating?

The BC government will be launching a series of policy initiatives (starting in September) that will form a comprehensive strategy to accelerate business activity in the Province and stimulate growth in jobs.

The plan will build on the recent success that the Province has seen in expanding softwood lumber trade with China – and apply the lessons learnt to develop a focused strategy to grow jobs in 9 targeted sectors of the economy. (Forestry, Mining, Natural Gas, Agri-Food, Natural Resources, Technology, Tourism, International Education, Ports, Marine & Aviation)

Who are we talking to?

Primary: BC Residents – Job Seekers and those who help create jobs

Secondary: Investors in Foreign Markets and across Canada that can stimulate job growth

What is our target currently thinking or doing?

Unquestionably given events of the past few weeks there is a high level of uncertainty about the near-term future of the Canadian economy, although likely tempered with a sense that B.C. is better positioned to weather the storm than most.

Vision Critical is currently drafting a Quantitative survey that will be put in field as soon as possible in order get a fuller picture of British Columbians current views on jobs and the economy. Results should be back the week of August 15th.

What do we want them to think?

We want to communicate that the BC Government has a renewed focus and comprehensive plan to protect jobs and grow the economy. We want British Columbians to become aware of the tools that government already has available to help them, new measures that are being announced to stimulate growth and engage them to provide input on additional measures government can be taking to accelerate growth. We want foreign investors to understand the unique advantages that B.C. can offer them.

- *BC's economy is on solid footing thanks to 10 years of strong fiscal management. We need to grow on this foundation, especially in these times of economic uncertainty.*
- *We are working on a plan designed to protect and create BC jobs. It's about taking decisive actions – removing barriers or providing support in key sectors to boost domestic, cross-border and global export opportunities.*
- *It's about bringing new investment into all regions of the province – accelerating job creation and growing revenues which supports BC families.*

What is the one simple sentence that communicates everything we need to say?

The BC Jobs Plan is about protecting and growing jobs that support BC families.

What is the tone of our message?

Optimistic, Hopeful, Reassuring

The Task:

Develop a BC Jobs campaign that consists of:

- Multi-media ad campaign including TV/Print/Online/ Radio executions
- Support a comprehensive government communications program focused on policy changes and commitment under a common BC Jobs Plan brand (Premier's Launch Event, Cabinet Outreach Tour, Development of News Releases, Backgrounder, Talking Points, Speech Modules for MLAs)
- Support development of brand platform: Logo, Campaign line, look & feel
- Provide strategic input to support the development of Service Oriented Website for both job seekers and jobs creators (we will contract supplier to support build in collaboration with GCPE)
- Support the development of Collateral materials that can be distributed at key events such as UBCM conference (September 30) including a BC Job Plan document outlining key elements of the program

Client's Expectation for Next Presentation (Week of August 26th):

- Proposed Roll Out Schedule
- Budget Option
- Refined Creative Direction
- Thoughts on Media Plan – How heavy do we go out and where?

MANDATORY'S:

The campaign needs to be ready to launch by September 15th, leaving a very short timeline for planning, approvals and production.

The advertising needs to drive to web – which will be a very service oriented website bringing together resources for job seekers and those who are looking to invest in the Province.

KEY CONSIDERATIONS & BACKGROUND:

Marketing objectives

- 1) Profile real people – because people, not government, create jobs that support families
- 2) Inform people – provide valuable information to job seekers and job creators, and tools to engage
- 3) Inspire confidence – BC has a great economic foundation to build on, this is the place to be / crossroads of opportunity

Another tack to consider is a harder, promotion campaign, targeted at investors inside and outside the province – basically, we're OPEN FOR BUSINESS...

Not Responsive

S17

CLIENT FEEDBACK / DIRECTION (based on August 8th Meeting and August 11th Call with JF)

Overall ideas they would like to see reflected in advertising:

- Concepts should highlight all 9 sectors that will be the focus of the BC Jobs Plan.
- Should use real people telling their personal stories – possibly people in the sectors talking about what their jobs mean to them.

- Although jobs are the focus – it is really about what job growth means to a family, in terms of hospitals, schools, ect
- New Canadian and First Nations should also be reflected in the advertising
- In the second phase of advertising the client indicated they may want to see something that celebrates British Columbian own jobs success stories. (Not unlike the work we executed for ITA with their Top in Trades program – possibly even having contesting around submissions of the best BC jobs success stories, with the winners being featured in an advertising campaign)
- They would also like to find ways to engage third parties in the campaign (Such as the BCBC and Chamber of Commerce) to have them carry the campaign messaging to their members and have it more widely distributed.

Brand Platform: Look & Feel/Logo/Campaign Line:

Look & Feel:

Needs to establish that this is a new direction for government.

Logo:

Campaign Line:

Website:

- Needs to be service oriented and bring together current resources for job seekers