

**FOI Request GCP-2012-00062
EDUCATION CAMPAIGN**

	A	B	C = (A - B)	D	E = (B - D)
	Budget	Committed	Budget Remaining	Invoiced to Date	Outstanding Invoices
EDUCATION CAMPAIGN					
PRODUCTION/CREATIVE - DRAWDOWN FORMS					
SO-000652 - Grey Advertising - Phase 1 development - N0345-012-001	0	s.13 s.17	s.13	27,750	s.17
SO-000652 - Grey Advertising - Phase 2 - creative concept - N0345-012-002	0			9,743	
SO-000651 - DDB Canada - Integrated Media Planning - N0345-012-003	0			0	
SO-000651 - DDB Canada - Strategy & Creative Development - N0345-012-004	0			0	
SO-000651 - DDB Canada - Radio -N0345-012-005	0			0	
SO-000651 - DDB Canada - TV - N0345-012-006	0			53,003	
SO-000651 - N0345-012-007 - Phase 2 Print	0			0	
SO-000651 - N0345-012-008 - Integrated Media Planning Phase 2	0			0	
SO-000651 - N0345-012-009 - Phase 1 Digital & Social Execution	0			0	
SO-000651 - N0345-012-010 - Phase 2 Strategy & Creative Dev.	0			0	
SO-000651 - N0345-012-011 - Phase 2 TV	0			0	
SO-000701 - Innovative Research	0			27,455	
Allocated Budget Production	s.13				
Sub-total Production				117,952	
AD PLACEMENT ORDERS:					
A1967 - Radio	0			260,840	
A1973 - TV Feb 22nd to March 4th (Version #2)	0			66,133	
Media Cancellation Fee - A1973	0			1,782	
A1980 - Pre-roll Online - Feb 24 to March 4th	0			0	
A1981 - Online - Facebook - Feb 22 to March 4th	0			0	
A1982 - Online - Feb 22 to March 4th	0			0	
A1986 - TV - 100 - March 5th to March 11th (Version #2)	0			0	
A1987 - TV - 50 - March 5th to March 11th - Cancelled	0			0	
A1993 - Radio Phase II March 19-21	0			0	
A1994 - TV Phase II March 12-21	0			0	
A1995 - Newspaper March 9-21 (Version #4)	0			0	
A1996 - Ethnic Print	0			0	
Allocated Budget Ad Placement	s.13			0	
Sub-total Ad Placement				328,754	
TOTAL EDUCATION	2,555,972			446,705	
Budget	2,555,972				
Committed	s.13				
Remaining	s.17				

Contract Awards:

Production/Creative:

Grey Advertising - Contract Awarded through Request for Standing Offer

DDB Canada - Contract Awarded through Request for Standing Offer

Advertisement Placement:

Vizeum Canada Inc. - Contract Awarded through Request for Proposal

Research:

Innovative Research - Contract Awarded through Request for Standing Offer

Note: contract dollar value is based on approved Drawdown Forms and Ad Placement Orders noted above.