



Memorandum

Government Communications and
Public Engagement

Date: October 4, 2011

To: Nathan Elliot
Information and Privacy Analyst
Information Access Office

Re: FOI Request GCPE 2011-00079

Further to the request for records received September 26, 2011, requesting records related to the business case (including budget) and internal communications plan for the BC Jobs Plan/Canada Starts Here campaign including, but not limited to, the cost of advertising creative and the placement, timing and cost to buy advertising time and space in print, broadcast and Internet media outlets, and also including the names of contractors for creative and media buying services, I can confirm the following:

- Two contractors have been retained to work on this project: Cossette Communications (creative and production) and Vizeum Canada Inc. (the agency responsible for advertising placement for the province excluding domestic tourism advertising conducted by Tourism BC).
- Budget allocations for individual campaigns vary based on decisions taken throughout the course of a campaign and are not considered final until a decision is taken to conclude a campaign.
- As of September 26, 2011 (the date of the request) one newspaper advertisement had been placed in the Asia Wall Street Journal at an estimated cost of \$45,631.83 (see attached).
- As of September 26, 2011 (the date of the request) no actual expenditures were incurred as no supplier invoices had been received and processed for payment.

Please feel free to contact me if you have any questions in this regard. Thank you!

Denise Champion
Executive Director
Corporate Services



2011 ~ 2012 NEWSPAPER COSTING ESTIMATE

REVISION COMMENT:
1 (changed currency from USD to CAD)

ASIA WALL STREET JOURNAL

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