

## **Tucker, Evelyn L HLTH:EX**

---

**From:** Herman, Matt HLTH:EX  
**Sent:** Thursday, August 16, 2012 10:35 AM  
**To:** Woodland, Laurie HLTH:EX; Green, Toby A HLTH:EX; Fox, Joanna HLTH:EX; Clarke, Ryan HLTH:EX; Hansen, Regan HLTH:EX; Porter, Rodney GCPE:EX; Franklin, Kimberley GCPE:EX; McGuire, Nicolette HLTH:EX; White, Sharon D CSCD:EX; Todoruk, Kyle HLTH:EX  
**Cc:** Codner, Tamara A HLTH:EX  
**Subject:** RECORD OF DISCUSSION - BC Gov internal ParticipACTION Partnership Committee Aug 15th

Hi all, thank you for attending the meeting yesterday morning. Please find attached a record of the discussion and follow up actions (thanks Kyle). I've also attached the Bring Back Play powerpoints and the latest Critical Path.

Cheers, Matt

Not Responsive



3C Bring Back  
ay Presentatic

Not Responsive

Not Responsive

**ParticipACTION (internal) Partnership Committee**

<b>Date:</b>	Wednesday August 15, 2012 9:00 – 10:30am
<b>Attendees:</b>	Kimberley Franklin (GCPE), Joanna Fox (HPSE), Ryan Clarke (HPSE), Toby Green (CDIPBE), Matt Herman (CDIPBE), Kyle Todoruk (CDIPBE), Nicolette McGuire (BOS), Sharon White (CSCD - SB)

Not Responsive

Not Responsive

**Agenda Item:** Bring Back Play Campaign

**Discussion:**

- Currently preparing a special page on Healthy Families BC regarding the partnership with ParticipACTION
  - Still need to develop messaging regarding active play
  - Sharon to look into resources that they currently have and get back to Joanna with any information that may be relevant to include regarding unstructured play before October 9<sup>th</sup> release.
- Toby to work with Mark Factor and Kathy Cassels regarding communications for Bring Back Play, i-Walk and Beat the Street.
- Note to keep an eye out for any potential opportunities to link Ministry of Environment in with regards to Healthy by Nature
- YAY mobile to be launched in BC in conjunction with October 9/10<sup>th</sup> national campaign
  - To inquire about using YAY mobile again starting in April as part of Be Active Every Day (60 days leading up to Move for Health Day). Toby to discuss w/Ron Wilson.
- Ryan to continue exploring possible list of celebrity moms to feature.

#### **Action Items**

- ✓ Sharon to explore potential resources and background information on un-structured play to include in messaging
- ✓ Toby to work with Mark and Kathy regarding communications for Bring Back Play, i-Walk and Beat the Street.
- ✓ Group to continue thinking of ideas for materials to be included in YAY mobile.
- ✓ Ryan to continue exploring list of celebrity moms to feature
- ✓ Matt to forward ParticipACTION slides to group on marketing for bring back play campaign.

Not Responsive



Not Responsive

# Healthy Families BC Partnership



August 2, 2012



## Meeting Objectives

1. To share Bring Back Play campaign plans for BC
2. To confirm direction on:
  - Campaign Branding
  - Media Plan
  - Experiential
  - Community Engagement Co-branding
  - PR launch



## Agenda

- Communications Strategy Overview
- Bring Back Play - Campaign
- Bring Back Play in BC
- Media
- Experiential Event
- Social Media & Mobile Initiative
- Community Engagement
- PR Launch
- Next Steps



# Communications Strategy



# Communications Strategy Overview

## **Brand Idea**

Moving Canadians – ParticipACTION moves you to make physical activity a vital and fulfilling part of your everyday life

## **Target**

Moms with kids ages 5 -12

## **Communications Objectives**

To motivate Moms to take action and get their kids to be physically active everyday

## **Key Message**

Your kids will have a better life because of the benefits of being physically active

## **Support:**

Children who are physically active for 60 minutes a day will:

- Feel Happier
- Improve their self-confidence
- Improve their fitness
- Learn new skills
- Do better in school
- Improve their health
- Grow stronger
- Have fun



# Bring Back Play





## Campaign Idea

Every mom wants the best for her kids. She wants them to be happy, healthy, self-confident... the list goes on.

But what moms might not realize is, these things are easier to come by than she might have thought. Children who are physically active for 60 minutes daily will benefit socially, mentally and developmentally. And the best part, they'll have fun doing it.

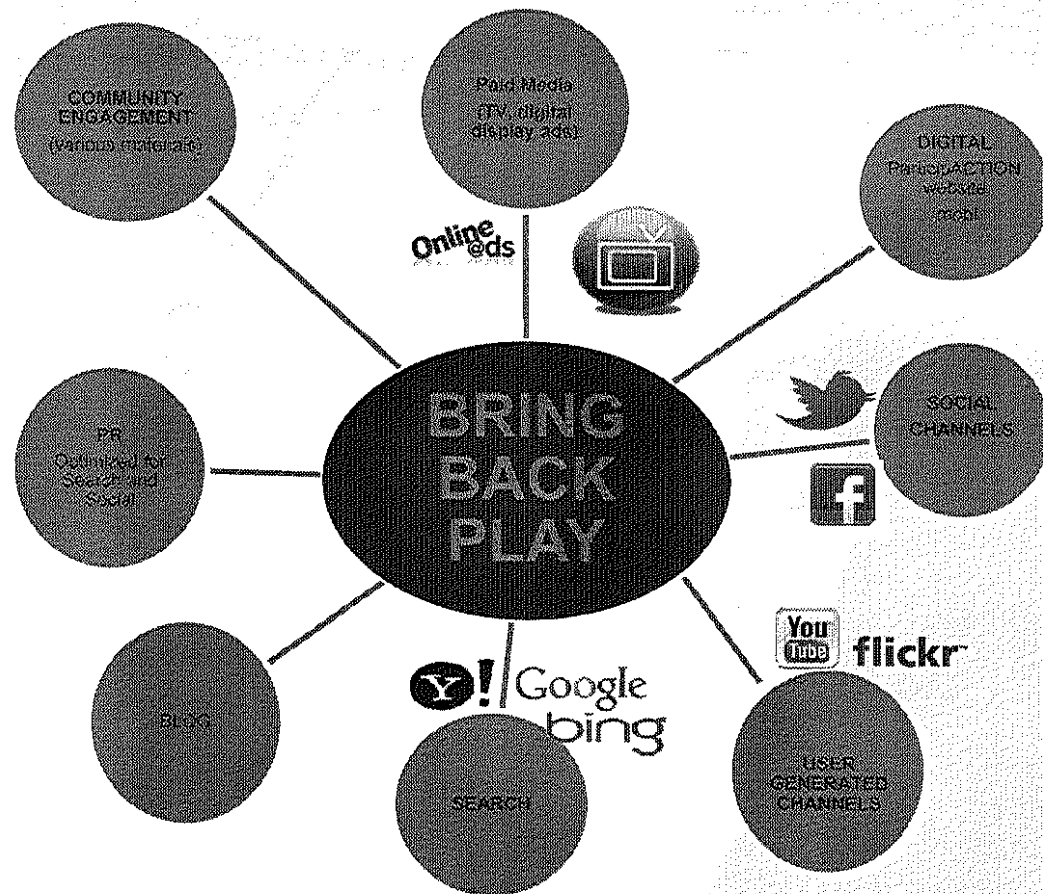
Bring Back Play is a marketing campaign that uses these many benefits to inspire moms to take action - to embrace the active fun and games she played as a kid and discourage the activities that keep her children on the couch.





# Integrated Communications Campaign

Bring Back Play creative concept will be translated into a fully integrated communications campaign through strategically chosen mass, community engagement, digital, social, PR and ambient channels.





# Bring Back Play in BC



# BC & ParticipACTION - TV Creative

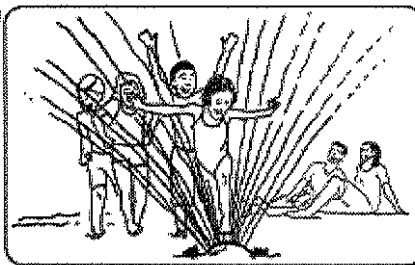
JWT

Client: ParticipACTION  
Title: Games We Used To Play

Product: Bring Back Play  
Length: 30

1 of 5

1



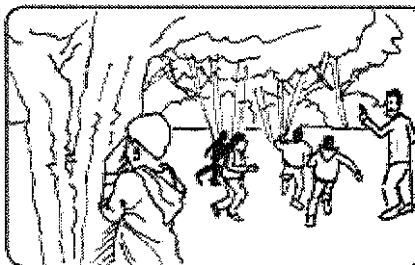
\*Throughout the spot we show vignettes of children being active.

MUSIC: light, anthemic track building towards a crescendo.

Open on a vignette of children playing in a sprinkler in their backyard in the summer.

AWO: What does it take to make our children happier?

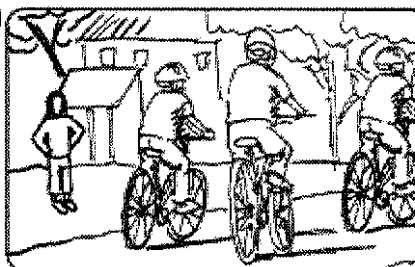
2



Cut to a group of children playing hide and seek in a nearby park in the fall.

AWO: How do we make them healthier?

3



Cut to a group of children riding bikes through their neighbourhood in spring.

AWO: Stronger?

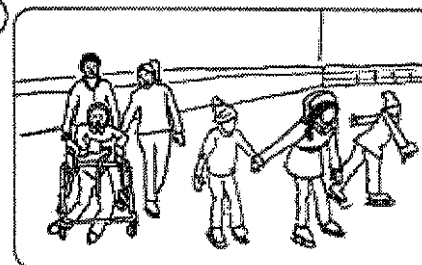
JWT

Client: ParticipACTION  
Title: Games We Used To Play

Product: Bring Back Play  
Length: 30

2 of 5

4



Cut to children playing an unorganized game of tag at a skating rink.

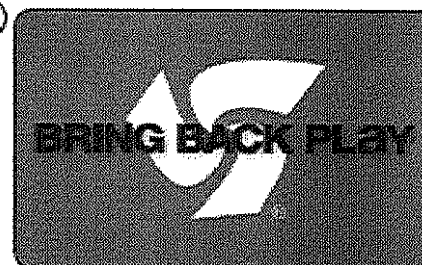
AWO: Or boost their self-confidence?

(Pause)

AWO: Simple.

Music reaches its crescendo.

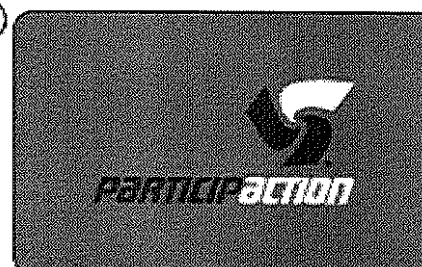
5



Cut to orange frame. Punch in super.  
SUPER: Bring back play

AWO: We bring back play.  
The way we used to play.

6



Transition to ParticipACTION logo.  
AWO: At ParticipACTION we say...



# BC & ParticipACTION - TV Creative

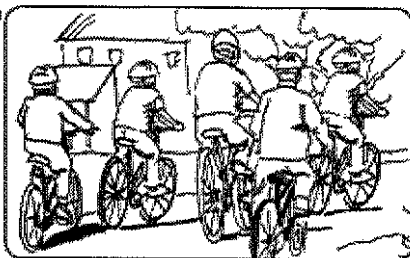
JWT

Client: ParticipACTION  
Title: Games We Used To Play

Product: Bring Back Play  
Length: 30

3 of 5

7



Cut back to the children riding bikes. A few more friends join the small group.

AWO: Dust off the bike helmets...

8



Cut back to the kids playing hide and seek. One child finds another hiding behind a tree.

AWO: revive hide and seek...

9



Cut back to the children running through a sprinkler.

AWO: and give them sixty minutes a day of the kind of physical activity...

JWT

Client: ParticipACTION  
Title: Games We Used To Play

Product: Bring Back Play  
Length: 30

4 of 5

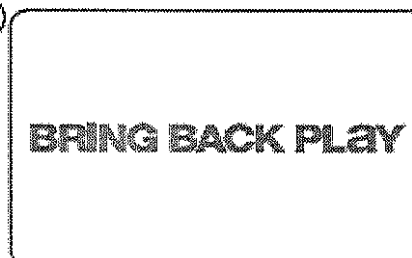
10



Reverse the pinwheel sequence to white background.

AWO: that kept us happy and healthy when we were kids.

11



Punch in super.  
SUPER: Bring back play

AWO: We bring back play.

12



Fade up ParticipACTION logo

AWO: ParticipACTION. Let's get moving.



# BC & ParticipACTION - TV Creative

JWT

Client: ParticipACTION  
Title: Games We Used To Play

Product: Bring Back Play  
Length: 30

5 of 5

13



The ParticipACTION logo fades away as the Healthy Families BC logo fades up.

AVO 1: Healthy Families BC and ParticipACTION are bringing back play!

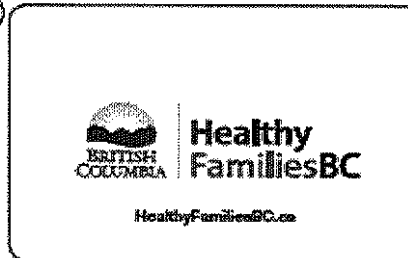
AVO ALT 1: Bringing back play! Healthy Families BC and ParticipACTION.

AVO ALT 2: It's time to bring back play. Healthy Families BC and ParticipACTION.

AVO ALT 3: We can all bring back play! Healthy Families BC and ParticipACTION.

## OPTION 1:

14



Healthy Families BC logo stays on screen. URL fades up.

URL: [HealthyFamiliesBC.ca](http://HealthyFamiliesBC.ca)



# BC & ParticipACTION - TV Creative

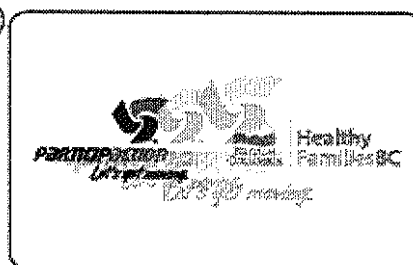
JWT

Client: ParticipACTION  
Title: Games We Used To Play

Product: Bring Back Play  
Length: 30

5 of 5

13



ParticipACTION grows smaller as Healthy Families BC logo fades up...

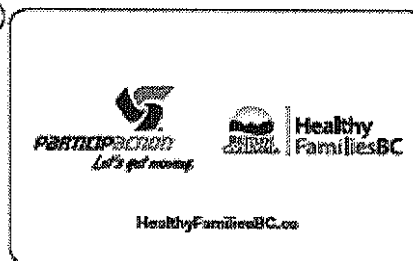
AFO 1: Hey BC, let's get moving and bring back play!

AFO ALT 1: Healthy Families BC proudly supports bringing back play.

AFO ALT 2: Let's bring back play. Visit [HealthyFamiliesBC.ca](http://HealthyFamiliesBC.ca)

OPTION 2:

14



URL fades up.

URL: [HealthyFamiliesBC.ca](http://HealthyFamiliesBC.ca)





# BC & ParticipACTION - TV Creative

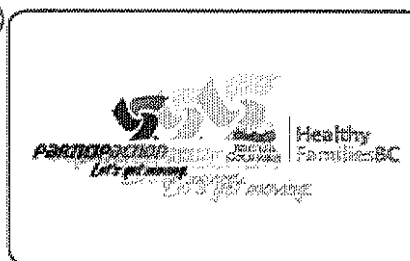
JWT

Client: ParticipACTION  
Title: Games We Used To Play

Product: Bring Back Play  
Length: 30

5 of 5

13



ParticipACTION grows smaller as Healthy Families BC logo fades up...

A/O 1: Healthy Families BC and ParticipACTION are bringing back play!

A/O ALT 1: Bringing back play! Healthy Families BC and ParticipACTION.

A/O ALT 2: It's time to bring back play. Healthy Families BC and ParticipACTION.

A/O ALT 3: We can all bring back play! Healthy Families BC and ParticipACTION.

OPTION 3:

14



URL fades up.

URL: HealthyFamiliesBC.ca



## BC & ParticipACTION - Print Creative

- Full colour and black & white
- Creative built in Tabloid and Broadsheet newspaper sizes
  - full page
  - ½ page
  - ¼ page
- Poster sized templates
  - 8 ½ x 11 format
  - 11 x 17 format

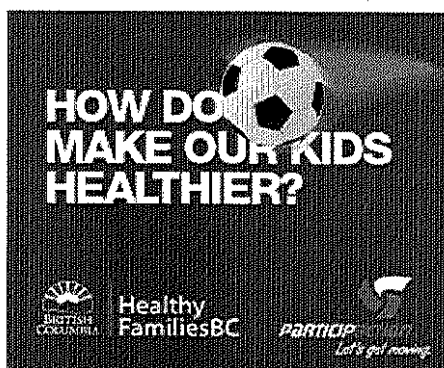






# BC & ParticipACTION - Digital Creative

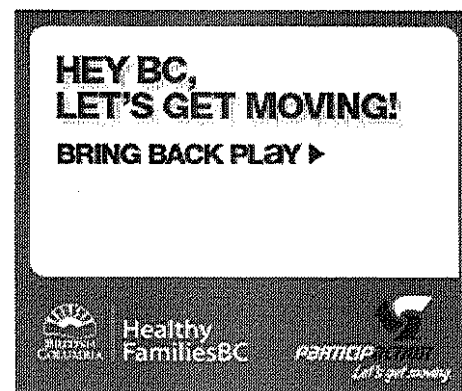
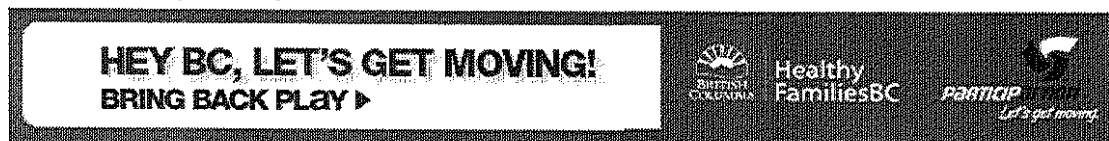
- Big Box storyboard example





# BC & ParticipACTION - Digital Creative

- End frame highlighting all the different sizes available:
  - Big Box
  - Leaderboard
  - Skyscraper





## BC & ParticipACTION – Website Integration

- 1: prominent article placement within masthead rotation
- 2: featured article below masthead
- 3: crosslink to Participaction.com as a trusted partner

The screenshot displays the HealthyFamiliesBC website interface. At the top, a navigation bar includes links for 'At Home', 'In Your Community', 'Log In', 'Sign Up', 'Contact', and 'Help & FAQs'. Below this, the 'HealthyFamiliesBC' logo is accompanied by a 'BRITISH COLUMBIA' emblem. To the right, buttons for 'Articles & Resources', 'About Us', and 'Blog' are visible.

Three key integration points are highlighted with numbered callouts:

- 1:** A large featured article titled 'Healthy Play' is prominently placed within the masthead rotation. It includes a photo of a child playing and text asking 'Is it even possible to skip rope and not be happy? See ways to stay happy and healthy this summer.' A 'Bring Back Play' button is also present.
- 2:** A featured article below the masthead, titled 'Inspire a Generation and Take Action this Summer Olympics', is shown. It includes a photo of a family and text encouraging involvement with the Olympics. Social media sharing options (Like, Tweet, +1) are visible below the article.
- 3:** A crosslink to ParticipACTION is shown in the sidebar, featuring a 'BRING BACK PLAY' button and a 'LEARN MORE' link.

Other sidebar elements include a search bar, a 'BC's New Informed Dining Program' section, and a 'Click Here or Call 8-1-1' button.



# Paid Media



# Bring Back Play Media Overview

## OBJECTIVES

- Drive Awareness
- Drive Engagement

## TELEVISION

- Launch with 3 week TV flight in October followed by flighting through to the end of March in order to maximize reach against target group
- Leverage paid dollars to negotiate added value in off weeks and lower demand periods
- 2 year buying strategy where possible(to ensure best costs and added value)

## DIGITAL

- Use targeted display media to maximize reach and frequency to gain awareness of ParticipACTION and the need to bring back play. RTB, Pre-Roll, Standard ads
- Use social media to encourage 'hand raising', getting users to engage with ParticipACTION. Facebook.com
- Use Search Engine Marketing to intercept those seeking activity related information with a ParticipACTION message. Google/Yahoo/Bing/YouTube





# BC Incremental Media Overview

## TELEVISION

- Incremental 850 GRP's (per fiscal) on BC stations for a total of 1275 GRPs (includes National Conventional + Specialty of 425 GRPs)
- Increases reach/frequency from 65.7/6.5 National to 89.3/14.3 in BC
- Bonus/PSA request on all stations all year long

## DIGITAL

- Extend the RTB (Real Time Bidding) campaign of targeted display media geo-targeted to the BC province
- Extend the use of social media to encourage engagement with ParticipACTION geo-targeted to the BC Province
- Estimated incremental 32,000,000 impressions over the National estimate of 140,000,000 impressions (over 2 years)



# BC Incremental Media Overview

## EXPERIENTIAL EVENTS

- “Bring Back Play” Truck and Tour
- Increase engagement

## PRINT

- Exploring additional print advertising opportunities in communities that leverage BC media relationships
- Exploring opportunities to produce/distribute a companion print piece driving parents to the “Bring Back Play” app. The goal is to have parents download the app in order to help fuel ideas for active play games



# ParticipACTION 2012-2013 Bring Back Play Campaign - BC Top Up Blocking Chart

PORTFOLIO			2012																2013																	
			September					October				November				December				January				February				March								
Date: August 1, 2012	Tactics	#	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25			
Revisions: 3																																				
Important Dates																																				
Sports Day in Canada (Sept. 29)																																				
Media																																				
Television :30 sec																																				
Vancouver/Victoria																																				
Regional Conventional Top up																																				
National GRPs																																				
Total GRP's w/National																																				







# Experiential Events



## Bring Back Play Truck & Tour

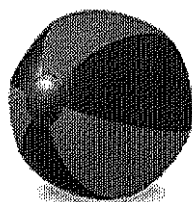
For six weeks in the fall, the Bring Back Play truck will hit the streets of BC - visiting events, schools, neighbourhood parks, festivals and anywhere else where kids are in need of the joy of spontaneous, unstructured play!

At each stop, brand ambassadors will emerge from the back of the truck to distribute branded premium items, such as skipping ropes, hula hoops, utility balls, parachutes, chalk for hopscotch, etc. to encourage play. As well, a senior brand ambassador will lead a series of fun physical activities and games, reminding kids that active play is fun while educating parents on the benefits of staying active.

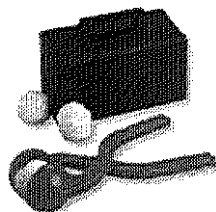
Social media, pre-promotion in community newspapers and media outreach will help generate awareness and excitement for Bring Back Play.



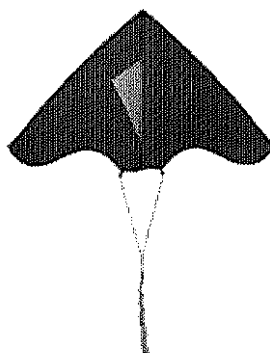
# Truck and Premium Ideas



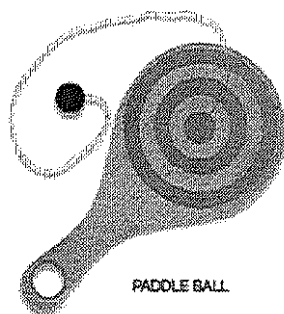
BEACH BALL



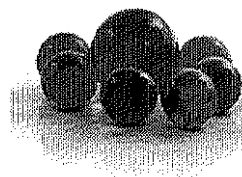
SNOWBALL MAKER



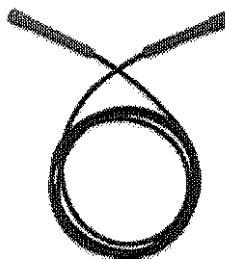
KITE



PADDLE BALL



BOUNCY BALLS



JUMP ROPE





# Social Media & Mobile Initiatives



## Mobile App – Database of Games

- To support the call to Bring Back Play, ParticipACTION is developing a fun, interactive tool to give parents access to the active, nostalgic games that they played themselves as kids. The resource will include;
  - A digital, database of the “games we used to play” with the ability for user-generated content to be added
  - A complementary print piece that encourages parents to Bring Back Play by adding to, and accessing, the play database to help fuel ideas for active games, while highlighting the benefits of active play
- BC content (already provided) will be credited
- Link to app can be featured on Healthy Family BC homepage to support the campaign
- Resource will be promoted at all BC Bring Back Play activations and through specific parent-targeted opportunities



## Social Media

- An integral part of the marketing communications plan, ParticipACTION's social media initiatives will:
  - Communicate and reinforce key campaign messages
  - Utilize existing and new social media stakeholders for added-value dissemination of key messages
  - Point followers to tools and resources (i.e. tips and tools to translate education into action)
  - Provide an opportunity for interaction and engagement with partners, groups and individuals
  - Provide a personal voice and face to the organization's messaging
  - Gain share of heart of Canadians
- It will support BC Partnership through ParticipACTION social media vehicles such as Twitter and Facebook. This will include:
  - Relevant Facebook wall posts and tweets
  - Highlights of the BC submissions to our Facebook Wall of Inspiration.
  - Featuring photos submitted by BC families on our Facebook cover image, as part of the "Players of the Month" initiative
  - BC Relevant Posts on our Blog
  - Option to invite guest bloggers from BC to share their posts on our blog





# Community Engagement





## Objectives

- To align physical activity promotion messaging between ParticipACTION's national campaign and communications at the local level to increase presence and breakthrough of physical activity messaging
- To lead the development and execution of a collaborative process that gives physical activity delivery organizations at the community level marketing tools to promote the benefits of physical activity



## Community Engagement Tools

- Community Engagement Tools are customizable communications tools under the campaign umbrella that will be available for use by ParticipACTION's partners – primarily organizations that deliver physical activity programming at the community level
- These tools will extend the campaign messaging at the community level while at the same time allowing local organizations to both align with ParticipACTION and Healthy Families BC and promote themselves and their offerings.
- Tools will be seen as:
  - Simple/turn-key
  - A way to participate in a campaign with a bigger purpose
  - Complementing existing organizational activities
  - Value-added



# Community Engagement Tools

1. Bring Back Play Symbol
2. Print materials:
  - Posters
  - Print ads (for magazine, community newspaper, newsletter)
3. 0:30 announcer-read radio script
4. Standard, non-rich digital banners
5. Social media support (Facebook, Twitter, Blog Youtube)
6. Content/campaign-related key messages and proof points for use in presentations, PR outreach, advocacy, etc.
7. Matte article(s)
8. Op Ed article/Letter to the Editor
9. Powerpoint slides
10. Campaign Calendar
11. Campaign launch webinar
12. Ongoing announcements



## Creative Examples – Stamp/Symbol



## Creative Examples - Print

- Full colour and black & white
- Creative built in Tabloid and Broadsheet newspaper sizes
  - full page
  - ½ page
  - ¼ page
- Poster sized templates
  - 8 ½ x 11 format
  - 11 x 17 format



Occurcum so ipsum diam vel in aut hendrerit qui nona est nona nunc ant. Ut ipsum hendrerit. Qui nona  
 Occur nona qui nona est nona nunc ant. Ut ipsum hendrerit. Occur cum | [participaction@bc.ca](mailto:participaction@bc.ca) | [www.participaction.ca](http://www.participaction.ca)





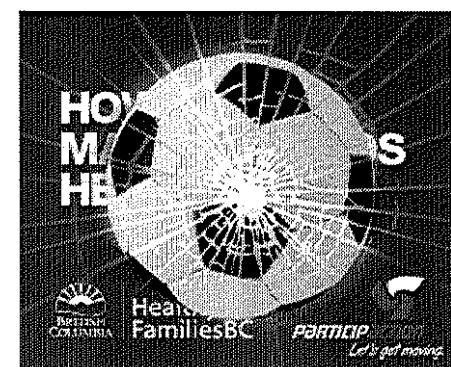
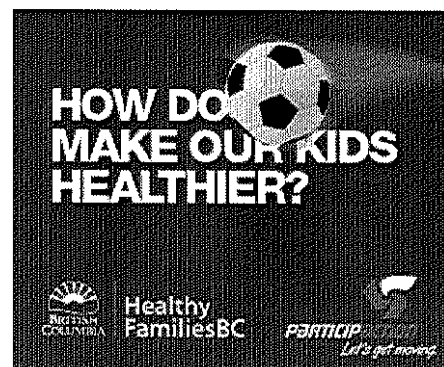


## Creative Examples - Radio

- :30 Announcer Read Radio script
- :15 donut to allow for customizable community partner messaging
- Up front :10 and backend :05 branding will align with Bring Back Play campaign – similar messaging to TV spot

# Creative Examples – Digital

- Big Box storyboard example

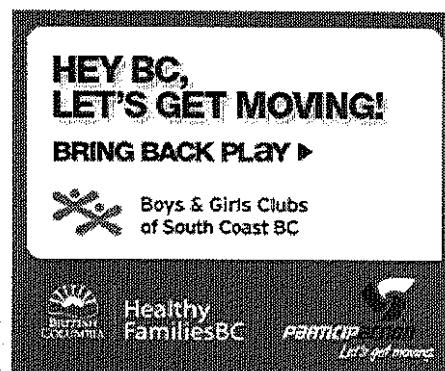
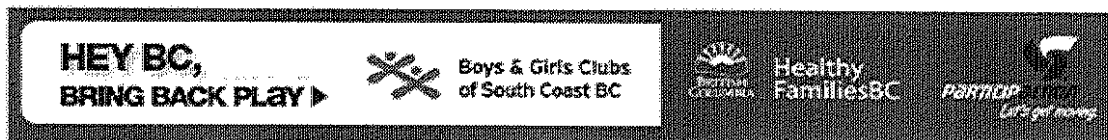






## Creative Examples - Digital

- End frame highlighting all the different sizes available:
  - Big Box
  - Leaderboard
  - Skyscraper
- “Let’s Get Moving” copy animates on-frame in LB & SS





# PR Launch



# PR Strategy & Tactics

**CREATE A MOMENT IN TIME:** Provide media with a compelling visual that helps them tell the story

- To kick off the campaign in B.C., hold a media event/photo op with Minister de Jong and Kelly Murumets at a park in Vancouver proper (i.e. English Bay, Stanley Park, Vanier Park, Kitts Beach); a few remarks would be given by Minister de Jong and Kelly Murumets; a photo op with the Minister and Kelly would follow and include them interacting with parents and children playing “games they used to play” at the Bring Back Play Truck
- Invite Silken Laumann to rally behind the campaign and join the event/photo op
- Distribute the photo to targeted media along with information on the campaign and interview options
- Execute media relations in Tier A communities the Bring Back Play Truck will visit, ideally the same day



# PR Strategy & Tactics

**CREATE NEWS:** Use data to create a news hook

- Execute a national survey that could poll parents on their favourite games they used to play when they were young ; lever the national omnibus stats to create a news hook when reaching out to media in B.C.

**STORYTELLING:** Have families and children in B.C. tell their personal stories of play

- Source and secure up to three families living in B.C. that have interesting experiences around play (lack of play, barriers to play, success stories, etc.); offer these families as interview opportunities

**SUSTAINING COVERAGE:** Look for future opportunities related to play

- Browse editorial calendars for relevant opportunities and proactively pitch



# Targets & Timing

## **MEDIA TARGETS**

Assignment, long- and short-lead parenting, lifestyle and health outlets, and mom bloggers

## **MEDIA OUTREACH CITIES**

Three to four top-tier B.C. regions, such as Vancouver, Victoria, Richmond, Surrey or Burnaby, that have a strong media market

## **TIMING**

As to not overlap with Sports Day in Canada coverage in B.C., reach out to media in B.C. starting week of October 8



# Next Steps



