

RE: FOI Request: JTI-2013-00172 (Television Advertisements) X-Govt 100550

WelcomeBC TV Advertising from April 1, 2008 to March 31, 2013

Purpose of advertising:

To promote English language classes and settlement services for immigrant newcomers to B.C.

Scripts (see attached files):

- 2009-2010:
 - ELSANet tv script_Dec 16 (Final).docx
- 2010-2011:
 - ELSA tv script_better job_FINAL.docx
 - ELSA tv script_for your family_FINAL.docx
- 2011-2012:
 - WelcomeBC TV Spot (Script for translation)
- 2012-2013:
 - WelcomeBC Storyboards.eng.pdf

Videos (see attached files):

- 2009-2010:
 - ELSA English 01.mov
 - ELSA Korean-Shaw.mov
 - ELSA Mandarin 01-Shaw.mov
 - ELSA Punjabi-Shaw.mov
 - PAB ELSANet Kor Rev2-Omni.mov
 - PAB ELSANet Man Rev2-Omni.mov
 - PAB ELSANet Pun Rev2-Omni.mov
- 2010-2011:
 - WelcomeBC ELSA_family_M_hires.mov
 - WelcomeBCELSA_Job_M_hires.mov
- 2011-2012:
 - WBC spot 2012 – English.mp4
 - WBC spot 2012 – Korean.mp4
 - WBC spot 2012 – Mandarin.mp4
 - WBC spot 2012 – Punjabi.mp4
- 2012-2013:
 - WelcomeBC-Cant-10s.mov
 - WelcomeBC-Kor-10s.mov
 - WelcomeBC-Mand-10s.mov
 - WelcomeBC-Punj-10s.mov
 - WelcomeBC-Tag-10s.mov

Cost breakdown (by fiscal/campaign):

All costs recoverable from the federal government under the Canada-BC Immigration Agreement.

	Project	Cost (creative)	Cost (Placement)	Final Cost
2009/10	Ethnic TV campaign	7,000.00	56,546.00	63,546.00
2010/11	Ethnic TV campaign	9,200.00	49,490.00	58,690.00
2011/12	Ethnic TV campaign	98,339.26	93,108.81	191,448.07
2012/13	Ethnic TV campaign	22,400.00	127,585.00	149,985.00

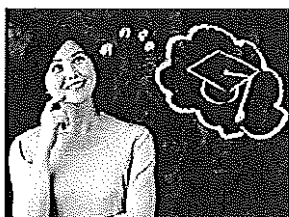
PUBLIC AFFAIRS BUREAU

CLIENT: WELCOMEBC / ELSA
PRODUCT: SHAW + OMNI TV AD
TITLE:
DATE: NOVEMBER 16, 2010
VERSION: A BETTER JOB
DRAFT: FINAL

FORMAT: 15 second spot

VIDEO

BACKGROUND:



AUDIO

Voiceover:

Learn English

When you speak English, it's easier to get a better education.

And succeed in B.C.

And that can help you get a better job.

Anywhere in the province

English classes are available in many communities.

For info about FREE English classes

And they're one hundred per cent FREE.

Visit WelcomeBC.ca
BCID | www.gov.bc.ca

Visit WelcomeBC.ca to get started.

PUBLIC AFFAIRS BUREAU

CLIENT: WELCOMEBC / ELSA
PRODUCT: SHAW + OMNI TV AD
TITLE:
DATE: NOVEMBER 16, 2010
VERSION: FOR YOUR FAMILY
DRAFT: FINAL **FORMAT:** 15 second spot

VIDEO

BACKGROUND:



AUDIO

Voiceover:

Learn English

When you speak English, it's easier to get a better job.

And find stability in B.C.

And that means a better future for your family.

For info about FREE English classes

Free English classes are available in many communities.

And free daycare while you study

Some schools offer free daycare.

Visit WelcomeBC.ca
BCID | www.gov.bc.ca

Visit WelcomeBC.ca to get started.

PUBLIC AFFAIRS BUREAU

CLIENT: MINISTRY OF ADVANCED EDUCATION
PRODUCT: ELSAnet script – OMNI + Shaw
TITLE:
DATE: DEC.15, 2009
VERSION: 1
DRAFT: 1 **FORMAT:**

VIDEO

AUDIO

Voiceover 1:

Students working with teacher.

Did you know English can help you succeed in Canada?

Classroom footage.

Improving your English can help you...

...get a better job,

Students working together in class, in pairs or groups.

...make new friends,

Students playing with their children.

...and continue your education in Canada.

(brief pause)

Voiceover 2:

Large group of students, looking at camera.

ELSA makes it easy to learn English in your community.

SUPERS: www.elsanet.org

To learn more about free English classes, visit ELSAnet.org. Some conditions apply. This program is made possible through funding from the Government of Canada and the Province of B.C.

LOGOS: Government of Canada, ELSA Net, WelcomeBC

WELCOMEBC: ELSA & SETTLEMENT

SCRIPT – DECEMBER 21, 2011

Sometimes you just have to know where to begin...

Welcome BC has information and services to get you started, and can be a big help learning about life in British Columbia.

We can help enrol your kids in school.

And get you enrolled in free English language classes for adults.

Text overlay/inserts for translation:

"I just saw snow for the first time..."

"I had no idea British Columbia was so big"

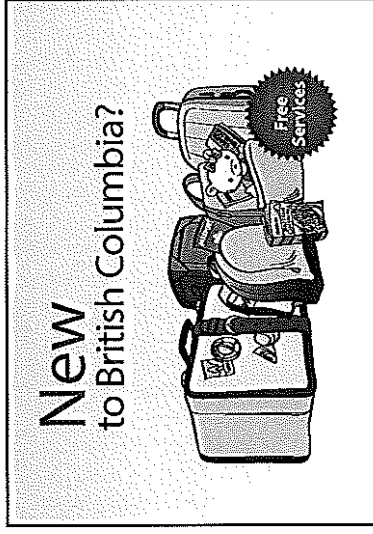
"I am loving my new life in BC"

We can help you make new friends and connections within the community.

And help you find a job suited to your skills.

And even help you find a place to live.

WelcomeBC 15' Billboard



1. Open on illustration and headline. Pops on "FREE".

Light music through out.

VO: Welcome BC offers Free Settlement services, free English classes and so much more for new immigrants.

Cantonese

VO: WelcomeBC為新移民提供免費安頓服務, 免費英語課程同多個輔助項目。

Mandarin

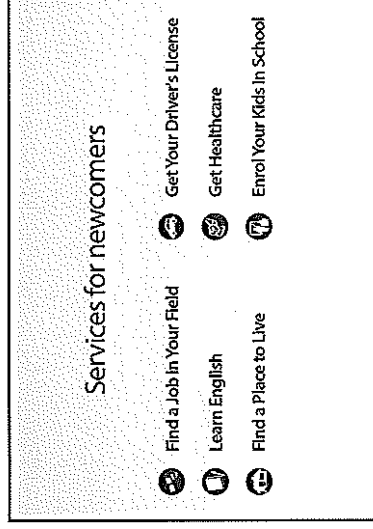
VO: WelcomeBC為新移民提供免費安頓服務, 免費英語課及更多其他輔助項目。

Korean

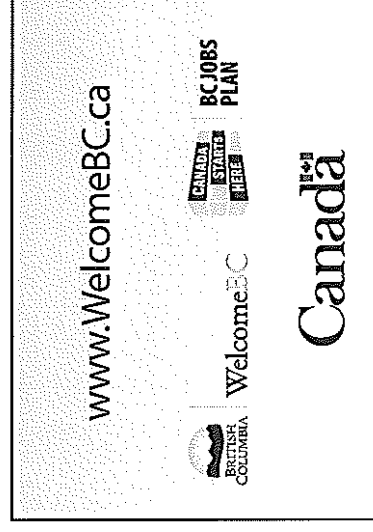
VO: WelcomeBC 는 새 이민자를 위한 무료 정착 서비스와 무료 영어 수업 등 많은 서비스를 제공하고 있습니다.

Filipino

VO: Ang WelcomeBC as nagbibigay ng libreng serbisyo para sa mga bagong dating dito sa British Columbia, tulad ng impormasyon ukol sa paninirahan dito at pag-aaral ng Ingles.



2. Full List.



3. URL and sign off with Welcome BC logo.

Visit welcomebc.ca to learn more.

A message from the Government of B.C.

詳情請瀏覽welcomebc.ca。以上訊息由卑詩省政府提供。

詳情請瀏覽welcomebc.ca。以上訊息由卑詩省政府提供。

자세한 내용은 welcomebc.ca를 방문하세요.

BC주 정부에서 알립니다

Alamin ito. Mag-punta sa welcomebc.ca.

Isang mensahe galing sa Gobyerno ng B.C.

