

Services to Victims of Crime in Rural B.C. - Awareness Campaign
MARKETING BRIEF

Project Description:

This project will help to raise awareness about services to victims of crime in rural B.C. communities through the use of advertising in rural B.C. local papers and radio stations. The project will focus on online and print advertisements as well as radio public service announcements for VictimLink BC, a toll-free, confidential, multilingual referral service for all victims of crime throughout B.C. and Yukon.

VictimLink BC is a toll-free, confidential, multilingual telephone service available across B.C. and Yukon 24 hours a day, seven days a week at 1-800-563-0808. It provides information and referral services to all victims of crime and immediate crisis support to victims of family and sexual violence. VictimLink BC provides service in more than 110 languages, including 17 North American aboriginal languages. In 2011-2012, VictimLink BC responded to more than 10,000 enquiries. VictimLink BC also has a website that provides information for victims of crime at www.victimlinkbc.ca.

Ministry staff will work with GCPE to design advertising creative for print and online advertising in rural B.C. weekly papers. GCPE will arrange advertising through Viseum. These advertisements will run for several weeks in spring 2014.

Ministry staff will also work with GCPE to develop a public service announcement to be broadcast on rural B.C. radio stations. The broadcasts will be arranged through Viseum.

All funds for campaign will be provided by the Department of Justice Canada through Victims' Fund. Department of Justice funds must be spent by March 31st, 2014.

Background:

Building on the success of a recent awareness campaign to raise the profile of VictimLink BC across the province, this project targets rural communities in B.C. to increase awareness of the services available for victims of crime. The VictimLink BC awareness campaign, which included advertisements on transit and in major B.C. newspapers (i.e., Vancouver Sun/Province) throughout March 2013, resulted in a 50% increase in visitors to the VictimLink BC website, with nearly 40% of visitors resulting from click-throughs from Vancouver Sun/Province online ads. However, since the focus of the VictimLink BC awareness campaign was on large and small urban centres throughout B.C., there was little response to the campaign from people in rural B.C.

Rural communities in Canada, in general, have higher rates of violent crime than urban centres. For example, Statistics Canada reported in 2010 (Family violence in Canada: A statistical profile, 2010) that children and youth across Canada were most at risk of family violence in small cities, towns and rural areas, with a rate more than double the

rate recorded for census metropolitan areas. Similarly, Canadian Centre for Justice Statistics reported in 2005 that homicide rates were highest in rural areas across Canada. As well, police-reported violent crime statistics in B.C. from 2010 (Police Services Division, Ministry of Justice) indicated higher rates of violent crime in rural communities than in urban centres.

In addition to higher rates of crime, victims of crime in rural communities do not have access to the same level and scope of services as in larger urban centres. As well, victims of crime are sometimes reluctant to report crime to police. Statistics Canada's 2009 General Social Survey (GSS) on Victimization found that just under one-third of Canadians (31%) who had been victimized reported their victimization to police, and that this was down slightly from 2004 (34%). This statistic indicates that there are a significant percentage of victims in B.C. who are reluctant to report crime to police, but who could benefit from a referral to community service providers.

An awareness campaign about services for victims of crime in rural B.C. communities will help to connect these victims with vital services that assist them recover from the impacts of crime. Print, online, and radio advertisements about services for victims of crime will go a long way to helping these victims get support through the justice system and from community service providers.

Strategic Objectives:

- Promoting access to support services for victims of crime and women and children impacted by violence and increasing their participation in the justice system
- Increasing awareness of services to victims of crime in rural B.C.

Themes/Messages:

- Information and support for victims of crime

Target Audience:

Victims of crime in rural B.C., service-providers, and the general public

Recommended Strategic/Approach:

Deliverable	Date
Advertising creative ready for submission to Viseum	December 13, 2013
Radio PSA developed	December 13, 2013
PSAs played on BC radio stations	January - April 2014
Advertising campaign runs in rural B.C. newspapers	March 2014

MINISTRY OF FORESTS, LANDS AND NATURAL RESOURCES
2013 FOREST FIRE PREVENTION
MARKETING BRIEF
June 14, 2013

INTRODUCTION

To promote behaviour that helps reduce the incidence of forest fires and to communicate how British Columbians can get up-to-the-minute information about urban interface fires, Government Communications and Public Engagement (GCPE) recommends the Province implement an advertising campaign from June to September 2013.

BACKGROUND

A comprehensive advertising campaign fulfills one of the key recommendations of the Firestorm 2003 Provincial Review (commonly known as the Filmon report), that a "cooperative public education program is needed to inform residents about the risks of living in the wildland/urban interface and their personal responsibilities in preparing for and responding to interface fires. This should include the preventative and protective measures they can adopt to make their lives safer."

In 2005 and 2006, the Province implemented comprehensive forest fire prevention campaigns; from 2007-2009, advertising was on an as-and-when-needed basis.

In 2010, GCPE was directed to develop a comprehensive prevention campaign that focused on the serious penalties for those who start forest fires. Ads targeted young males but also extended the message to all British Columbians. It was difficult to get buy-in from some government partners s.16 to feature 2010's "hard-hitting" messaging in their retail spaces.

In 2011 and 2012, the previously developed "Scorcher" creative was used, which has been well-received in the past, however this creative has been used for several years and its effectiveness is weather dependent. GCPE recommends revising the prevention creative for 2013 to reflect a "prepare/prevent" message that will be less weather dependent and have a "timeless" quality, allowing it to be used over several years.

STRATEGIC CONSIDERATIONS

- Forest fire prevention and response on Crown land is the responsibility of the Ministry of Forests, Lands and Natural Resource Operations. However, when a forest fire reaches a residential area lead responsibility may shift to local governments, supported by Emergency Management BC and the BC Fire Commissioner (Ministry of Justice) and the Ministry of Forests, Lands and Natural Resource Operations. Advertising will need to reflect the different needs and priorities of the two lead ministries.
- The 2012 urban interface radio ads were never used; PSSG used other channels to communicate with the public when urban interface fires threatened communities.
- Ministry staff recommends tailoring radio ad buys regionally as opposed to provincially to reflect different climactic conditions.
- In 2012, the bcforestfireinfo.bc.ca website was redirected to emergencyinfobc.gov.bc.ca. Call to action in the creative should reflect emergencyinfobc.gov.bc.ca.

STRATEGIC APPROACH

Strategic Objectives

- Encourage the public to prevent human-caused forest fires and report forest fires to the authorities.
- Develop a campaign that is flexible enough to support both a broad forest fire prevention message and in radio, support an urban interface crisis message.
- Radio ads must meet the needs of Ministry staff to place ads that match the regional and climactic context, including local/regional fire danger conditions.
- Direct audiences to a single, trusted, comprehensive source of information on the web that is kept up to date to addresses changing conditions.
- Demonstrate to the public that the Province is taking initiative in trying to prevent human-caused fires and supporting citizens impacted by urban interface fires.

Themes/Messages

Primary:

- Protect yourselves and our forests. Do your part to prevent unnecessary, human-caused fires.
- To report a forest fire, call *5555 on your cell.
- For more information about preventing forest fires, visit bcwildfire.ca

Secondary:

- Be prepared to act if a forest fire threatens your community.
- Get forest fire updates and emergency information at emergencyinfo.bc.gov.bc.ca.
- Acknowledge responsibility or condition required when using fire or performing high risk activities:
 - Learn to Burn Responsibly – before starting a campfire, know the risks involved.
 - Once you start a campfire, you are legally responsible for making sure it doesn't escape and is completely out before you leave.
 - If you burn grass or yard waste, take precautions and NEVER underestimate the risks.
 - When the weather's damp or cool, it's the perfect opportunity to fire-proof your home and property.
 - Forestry staff occasionally set controlled fires to manage our forests. Like you, foresters know that a planned, controlled fire is a safer fire.
 - Every year, arson puts our forests and homes at risk. Throw cold water on arsonists by reporting suspicious activity to your local RCMP or forest district office.
- If you live in or near the forest, download a copy of the FireSmart Homeowner's Manual. It will show you how to prepare for the hot, dry weather that puts our forests – and our homes – at risk.

Target Audience

Primary:

- Adult British Columbians heading into the woods for recreation activities.
- Intentional users of fire: backyard, agricultural, industrial and resource management burners

Secondary:

- Residents of, and visitors to, rural areas with a high risk of forest fires
- Urban residents who lack significant wilderness experience but are drawn to outdoor recreations like camping, hunting, fishing and off-roading
- General public
- Other enforcement agencies (Conservation Officers, RCMP)
- Provincial park operators and B.C. Parks
- Internal government (i.e., MLAs, government agents and regional program staff)

RECOMMENDED STRATEGIC APPROACH

GCPE recommends a two-phase campaign:

1. a province-wide **preventative campaign** that would run in short bursts during the weeks leading up to the long weekends in the summer (Canada Day, BC Day, and Labour Day). The campaign would phase out in between those weeks.
2. an **urban interface radio campaign**, playing only in regions battling, or in imminent danger of, forest fires. Ads would indicate where to turn for up-to-the-minute information.

The preventative campaign would integrate TV, radio, print, out of home, online and social media.

The urban interface ads would rely on radio and social media, driving people to the website for further information.

RECOMMENDED CREATIVE APPROACH

Ads for the preventative campaign will require updated creative. The new creative should be broad enough to apply to all behaviours the Ministry identifies as contributing to forest fires. It should elicit the public's sense of responsibility without assigning blame, guilt or threats to behave. Instead, the creative should emphasize the responsibility we all share in taking care of B.C.'s forests.

The preventative ads will promote both the emergencyinfo.bc.gov.bc.ca website for more information and the *5555 line to report forest fires.

The urban interface ads will be matter-of-fact and indicate that up-to-the-minute info about the threats is available at bcwildfire.ca.

RECOMMENDED TIMELINE

	JUNE		JULY				AUGUST					SEPT	
Week of:	22	29	6	13	20	27	3	10	17	24	31	7	14
TV – Prevention													
Radio – Prevention													
Radio – Ethnic													
Print – Prevention													
Print – Ethnic													
Service BC Video Screens													
OOH-BC Ferries													
SEM – Prevention													
Online – Prevention													

Posters - Prevention	
Radio – Urban Interface	As Needed

RECOMMENDED TACTICS

1. Preventative Message

a. TV Advertising

- TV is an appropriate medium for this campaign, as it effectively conveys emotional content through strong visuals. TV ads should be run province-wide to emphasize that forest fire prevention is the responsibility of all British Columbians.
- GCPE recommends running the TV spots on select specialty channels and the primary channels in major centres around the province with short bursts leading up to the summer long weekends.

b. Radio Advertising

- A short burst of radio ads in all markets across the province is recommended. Specific messaging can be targeted to particular regions, conditions and concerns.
- People living close to the forest would benefit from messaging about visiting, working in or living near the forest. Urban dwellers would benefit from hearing preventative messages about campfire safety and/or whom to call to report forest fires.
- The preventative radio spots should be produced in a “doughnut” format: each would have the same intro and extro, with different key messages inserted into the centre. Number of spots to be determined with Ministry identifying messages required.
- The call-to-action in all radio spots is wildfirebc.ca for more information and the *5555 line to report forest fires.

c. Print Advertising

- Print ads are an excellent way to communicate with a broad cross-section of British Columbians, and allow the Province to provide more in-depth information.
- A province-wide blitz of print ads in dailies, community papers and free dailies is recommended, running just prior to the summer long weekends.

d. Online Advertising

- Online advertising is recommended to support the radio messages; online ads would be placed on news, travel, weather and commercial outdoor recreation websites.
- As in all online campaigns, SEM is recommended. All online traffic would be directed to wildfirebc.ca.
- Online ads can be placed on relevant Provincial websites (e.g. BC Parks, DriveBC and Parks and Recreation). This is a highly cost-effective way to communicate preventative messages to B.C. residents planning to head to the forests on holiday.

e. Out of Home

- With creative based on the print ads, out of home will be placed on BC Ferries vessels. This will allow the Province to target vacationing British Columbians, especially to vulnerable Gulf Islands with few full-time fire-fighting units.

f. Service BC Video Screens

- Each Service BC location throughout the Province features a video screen on which public messages are displayed to those waiting in line. This is a great way to spread the preventative message while utilizing the Province's own assets at no cost.

2. Urban Interface Message

a. Radio Advertising

- As regional radio advertising offers location-specific flexibility, this tactic is recommended as the best primary response to urban interface fires.
- Research from Ministry staff indicates the public relies heavily on local radio stations to get up-to-date, accurate updates about dangerous fires in their region.
- Radio ads would run in specific regions only when fire danger ratings indicate fires can easily start and spread, rather than running at a pre-booked time. Ads would be booked and run based on the recommendations of local/regional staff in response to these criteria.
- The call-to-action for all radio spots is to wildfirebc.ca.

b. Social Media

- During urban interface crises, the Facebook and Twitter accounts will be updated frequently, with critical messages tweeted or published in "real-time." However, all key information will reside on wildfirebc.ca.
- During the forest fire prevention phase, the Facebook and Twitter accounts can be used to encourage planning and promote specific forest fire prevention messages (e.g. safe industrial burning or campfire tips.)
- Fire Information Officers with the Ministry of Forests, Lands and Natural Resource Operations will lead social media endeavours with support from EMBC Online Communications and GCPE FLNRO.

APPROXIMATE COSTS

All costs are estimates only. A detailed breakdown will be made available once the project and its campaign elements have been approved. The budget is estimated at \$1,245,000 (GCPE STOB 67).

Activity	Creative & Production	Ad Buy & Other	Total
Creative Concept Development	\$50,000		50,000
TV	\$100,000	\$400,000	\$500,000
Radio (Province-wide & regional)	\$20,000	\$350,000	\$370,000
Print	\$20,000	\$180,000	\$200,000
Online (including SEM)	\$35,000	\$50,000	\$85,000
Out of Home	\$10,000	\$30,000	\$40,000
Total	\$235,000	\$1,010,000	\$1,245,000

Approvals: (Please fax to Corporate Communications: 387-1435)

X

Ministry GCPE Communications Director

Date

X

Ministry Deputy Minister

Date

X

Minister

Date

X

GCPE Executive Director, Communications
Support Services

Date

X

GCPE Deputy Minister

Date

VictimLink BC Awareness Campaign

MARKETING BRIEF

Project Description:

This project aims to raise awareness about VictimLink BC through advertisements on public transit, in major BC newspapers, and through the production of marketing collateral. VictimLink BC is a toll-free, confidential, multilingual telephone service available across BC and Yukon 24 hours a day, seven days a week at 1-800-563-0808. It provides information and referral services to all victims of crime and immediate crisis support to victims of family and sexual violence. VictimLink BC provides service in more than 110 languages, including 17 North American aboriginal languages. In 2011-2012, VictimLink BC responded to more than 10,000 enquiries. VictimLink BC also has a website that provides information for victims of crime at www.victimlinkbc.ca.

Ministry staff will graphically design a printed advertisement for VictimLink BC for display throughout the BC transit system. Lamar Advertising will display these advertisements for two to three weeks in March 2013 on 11"x35" interior cards in buses in Metro Vancouver, Abbotsford/Mission, Victoria, Kelowna, Kamloops, Nanaimo and Prince George. Lamar Advertising will also display these interior cards on the Skytrain and Canada Line trains in Metro Vancouver during these weeks.

Ministry staff will also graphically design a printed advertisement for major newspapers including the Vancouver Sun and the Province. These newspapers will run the advertisement for VictimLink BC throughout the two week awareness campaign.

Finally, Ministry staff will graphically design VictimLink BC collateral including a stand up banner, fridge magnets, and pens. The Ministry will contract with Queen's Printer BC to produce the collateral. BC211 (the contractor that provides the VictimLink BC service) will display the banner and distribute pens and fridge magnets at events and information fairs that they attend and host throughout the year.

This project will raise awareness of the VictimLink BC help line and website. In Vancouver alone, it is estimated that more than 800,000 riders per day use the transit system. As well, the Vancouver Sun and the Province are estimated to reach an average of 450,000 readers each day. Advertising in the transit system and in the Vancouver Sun and the Province during the two week awareness campaign will greatly increase the exposure of VictimLink BC and help to reach victims of crime who have not yet accessed the justice system. As well, the distribution of advertising collateral by BC211 will further increase awareness of VictimLink BC among the public.

All funds for VictimLink BC Awareness Campaign will be provided by the Department of Justice Canada through Victims' Fund. Department of Justice funds must be spent by March 31st, 2013.

Background:

VictimLink BC provides toll-free (throughout British Columbia and Yukon), confidential, multilingual referral services for all victims of crime and immediate crisis support to victims of family and sexual violence. VictimLink BC assists victims of crime and women and children fleeing abuse to access the network of more than 400 programs across British Columbia that are funded by the Ministry of Public Safety and Solicitor General, as well as other service providers. In 2011-2012, VictimLink BC responded to more than 10,000 enquiries from the public. As well, the VictimLink BC website has received 30 visits per day on average since it was created in July 2010.

The number of inquiries received each year by VictimLink BC has remained relatively stable since 2007 (approximately 10,000 to 10,500 per year). Information about VictimLink BC is shared with the public by the Ministry's more than 400 programs that provide services to victims of crime and women and children fleeing violence. In addition, information about VictimLink BC is available on the Ministry's website (www.pssg.gov.bc.ca/victimservices), the Province's domestic violence website (www.domesticviolencebc.ca) and also the VictimLink BC website.

Statistics Canada's 2009 General Social Survey (GSS) on Victimization found that just under one-third of Canadians (31%) who had been victimized reported their victimization to police, and that this was down slightly from 2004 (34%). This statistic indicates that there is a significant percentage of victims in British Columbia who are reluctant to report the crime to police, but who could benefit from a referral to community service providers.

In addition to victims who report crime, victims of crime who are reluctant to report crime to police are able to access the network of support services through VictimLink BC. These victims can be referred to community based victim service programs and programs that assist women and children fleeing violence. VictimLink BC provides an effective and confidential route for victims to get immediate assistance for family and sexual violence and quick referrals to services in their community for all other crimes.

To reach victims of crime who have not yet accessed the justice system, a strategy that widely distributes information about VictimLink BC is needed. Advertising on fleets of buses throughout the BC transit system and on the Skytrain and Canada Line trains (serving more than 800,000 riders per day in Metro Vancouver alone) will raise significant awareness about VictimLink BC. Similarly, advertising in the Vancouver Sun and Province (with a daily readership of more than 450,000) will further help to reach those in need of assistance.

Strategic Objectives:

- Promoting access to support services for victims of crime and women and children fleeing violence and participation in the justice system
- Increasing awareness of services for victims of crime

Themes/Messages:

- Information and support for victims of crime

Target Audience:

Victims of crime, service-providers, and the general public

Recommended Strategic/Approach:

Deliverable	Date
Graphic design files for advertising for transit, newspapers and marketing collateral	December 3, 2012
Interior cards produced, Vancouver Sun and Province advertisements ready	February 25, 2013
Advertising campaign runs in transit system and in Vancouver Sun and Province	March 2013
Marketing collateral distributed by BC211	March 2013

MINISTRY OF JOBS, TOURISM AND INNOVATION
2012 WELCOMEBC: ELSA + SETTLEMENT
MARKETING BRIEF
October 3, 2012

INTRODUCTION:

To promote the settlement services and the availability of free English-language classes for adult newcomers to British Columbia, Government Communications and Public Engagement (GCPE) recommends the Province implement a broad marketing campaign for WelcomeBC from December 2012 to March 2013.

BACKGROUND:

Since 2008, WelcomeBC has promoted English Language Services for Adults (ELSA) along with a host of other Settlement services supporting newcomers on their journey to integration. Over the last three years, WelcomeBC has served millions of clients while significantly altering the settlement services social marketing landscape. WelcomeBC campaigns have changed over time to communicate the evolution of and access to Settlement Services in British Columbia: from 2008's smaller-scale poster advertising to 2011's multi-channel campaign which included on-line advertising, professional television spots, and high-exposure transit ads.

Domestic and International Wins

In 2012, the proposed WelcomeBC advertising campaign will build on the strong promotional foundations established in 2011.

WelcomeBC will phase in the promotion of labour market resources like the Cost of Living Calculator, a new WelcomeBC Labour Market mini-portal, and job-related Newcomers' Guide Videos. These tools have been designed to serve WelcomeBC's domestic audience by providing access to information and resources to help newcomers adjust to life in B.C. At the same time, these online tools can also be instrumental to international audiences gathering pre-arrival information.

By showcasing the wealth of opportunities and resources available to newcomers in British Columbia through domestic promotional efforts, we also create a powerful impression for international audiences about the support available to them should they make British Columbia their destination of choice for both labour and investment opportunities.

The Changing Face of Settlement Services in British Columbia: 2013 / 2014

Between now and 2014, the Federal government will evolve funding and delivery of settlement services. While this transition takes place, there is still a two-year window of services funded and delivered by the Province and available to clients in British Columbia. Additionally, some programs offered over this timeframe are under-implemented and provide opportunities for promotion of regional settlement opportunities throughout British Columbia.

This transitional period can be leveraged to allow WelcomeBC a timeline along which to shift emphasis from language skills and broad settlement offerings to labour market attachment and information for employers.

The proposed 2012-13 campaign will continue to promote ELSA and Settlement services that support immigrants and their families as they adjust to life in B.C., but as services evolve to Federal control, the campaign will be able to highlight B.C. tools and resources with a regional employment focus to help newcomers with successful economic integration into B.C.'s communities.

STRATEGIC CONSIDERATIONS:

- This year's campaign allows the Province to continue to solidify and broaden brand awareness for WelcomeBC, communicating that it offers vital services to newcomers.
- This year's campaign will see the redevelopment of the creative concept in order to fully leverage the WelcomeBC brand and relate to the target audience.
- In addition to the regular streams of advertising that promote English language instruction and settlement services, the campaign will include a heavy focus on the promotion of WelcomeBC's online labour market tools.
- The campaign will maximize multilingual access through widely available ethnic media (especially radio and print) in the Lower Mainland.
- Key client targets for the campaign will include established British Columbians as research shows 82% of newcomers seek settlement and labour market information from reliable sources such as friends and family.

STRATEGIC APPROACH:

Strategic Objectives:

- Maintain and expand WelcomeBC brand presence and awareness.
- Reinforce WelcomeBC.ca as the call to action for settlement information for domestic audiences with an understanding that international audiences may use the same information for pre-arrival planning.
- Maintain consistency between WelcomeBC and provincial brand, leveraging newcomers' beliefs that government provides legitimate, official services.
- Ensure visuals and messaging for all campaign elements are aligned reinforcing them as WelcomeBC initiatives.
- Increase awareness of WelcomeBC labour market tools and resources, helping to meet the high demand for newcomer job related information.
- Reinforce and support the Canada Starts Here | BC Jobs Plan brand

ELSA + Settlement

Themes/Messages:

Primary:

- For more information, visit www.WelcomeBC.ca
- Free English-language classes are available for newcomers to B.C.
- WelcomeBC can help you Learn English for Free.
- We can make it easier for you to settle into B.C.
- Thinking of working in another community? The Cost of Living Calculator can help.
- Learn how to apply for jobs in B.C.
- Have questions about working in B.C.? Ask the Expert!
- No matter where you live in B.C., and no matter what your schedule, there are resources and people to help you in your settlement path.

Secondary:

- Improving your English-language skills can help you find a fulfilling job that better matches your skills.
- WelcomeBC is a one-stop provincial government portal for other free immigration and settlement services.
- WelcomeBC can help you with credential recognition.
- Learn about salaries and the cost of living in 140 BC communities
- We can help you get the important documents that B.C. residents use on a daily basis.
- We can help you get into a regular routine of life and work.
- We offer services for your family's health and welfare.

ELSA + Settlement

Primary audience:

- Adult (between the ages of 17 and 44), recent newcomers to B.C. whose English-language skills range from zero to moderate English speaking skills.
- Adult newcomers to B.C. who are Permanent Residents of Canada (or selected to become Permanent Residents), Live-in-Caregivers, Naturalized Canadian Citizens, Refugee Claimants and Provincial Nominee Program participants who are not yet permanent residents.

Secondary audience:

- Family (including children) and close friends of the primary target audience
- The general public
- International clients accessing pre-arrival information online (credential recognition, cost of living, job search)
- Internal government (i.e. MLA's, government agents and regional program staff)

RECOMMENDED STRATEGIC APPROACH:

- Year-round Event Targeting: TV bumpers, Radio, and Web promotions aligning with ethno-cultural events and targeting newcomers with messaging tied to events and holidays meaningful to them.
- Main Push: Settlement/ELSA and related labour market advertising (December 2012 – March 2013): transit, shopping malls, radio, print, on-site service provider marketing and expanded online advertising presence that includes both web and mobile.

Year-round event promotion will allow for targeted WelcomeBC advertising to key audiences in British Columbia. Promoting for significant ethno-cultural events like the Chinese New Year will help to create positive associations with, and build exposure of, WelcomeBC in these communities.

The main push will be the heaviest period of advertising, incorporating additional platforms and reaching out to targeted regions in British Columbia. This push will include ELSA and Settlement advertising and promotion of online tools that can assist with labour market attachment (Cost of Living Calculator, Ask the Expert, Occupational Guides.) This will be a multi-channel approach and include traditional, out-of-home, online and social media to reach target audiences in multiple locations and stages of their settlement journey in B.C. The call-to-action in all ads will be www.WelcomeBC.ca.

Creative approach

For 2012-13, a new creative will be developed. The “chalkboard” creative used for ELSA has been used for two years, and GCPE recommends a refresh to ensure creative resonates with the target audience.

WelcomeBC branding / identity

WelcomeBC draws strongly on the Province’s corporate brand. This includes colour and font. The presence of the government brand lends important credibility for the audience to the sponsor of the message. Past creative included human faces as the dominant visual in the ad(s), reinforcing WelcomeBC’s dedication to anticipating and serving the needs of newcomers.

Creative copy consists of broad sentiments. Key messages emphasize that WelcomeBC is a government program and WelcomeBC offers free settlement services, free English language services, and online tools that help clients make the most of their life in B.C. The creative will be strong, human and memorable.

The 2012/13 campaign will build on the established WelcomeBC brand and resonate with the audience. Past creative utilizes photos of ELSA students displayed against a “hand-drawn” or “chalkboard” background. GCPE recommend this creative be redesigned to be stronger and more effective. The creative should evoke optimism, new beginnings and limitless professional and personal horizons.

Creative copy will not overstate the reasons why newcomers might benefit from free English classes or other settlement services, it is assumed they will understand the virtue and value of the classes. Creative copy is simple and the tone sunny and optimistic.

The call-to-action in all ads for more information is www.welcomebc.ca.

RECOMMENDED TACTICS:

Out-of-home (Shopping Malls)

A major point of interest for our target audience is shopping malls. Shopping malls are high-traffic destinations in communities. Visitors are from diverse backgrounds and include target audiences for WelcomeBC. Mall advertising is an effective medium to reach ethnic communities in the Lower Mainland and potentially throughout the province.

Transit advertising

The majority of WelcomeBC's target audience settles in the Lower Mainland and are commuters using public transit. Transit ads a high-impact and cost-effective method of reaching this audience and offer great reach and repeated contact with immigrants who have settled in or are in the process of settling in B.C. communities.

In the Lower Mainland and in Victoria, ads will be placed on transit interiors. In the Lower Mainland, transit ads will also be placed on the high-frequency Canada Line and Skytrain stations.

Transit advertising will also feature QR codes to support calls to action. Transit is an ideal environment to employ QR codes, as many commuters spend time in transit engaging with their smartphones.

Print

B.C. has an abundance of competitive daily and weekly ethnic publications in each of the three top mother-tongues (Mandarin, Punjabi and Korean) of B.C.'s immigrant populations.

In the Lower Mainland, print ads will run in all three languages across selected ethnic print media. In the rest of the province, print ads will be English carrying a simplified message capable of engaging newcomers with lower language levels.

English-language ads will be placed in community papers: a cost-effective and high-volume and well-distributed medium.

Print advertising will employ QR codes supporting calls to action and key WelcomeBC messaging.

Radio

As some segments of the target audience may have little to no English-language skills, it is important to reach them in their native languages. Radio allows the Province to reach Mandarin and Punjabi speakers with great ease in the Lower Mainland.

Radio is an important part of life in both of these ethnic communities; it is listened to at home, in retail stores and in work environments (e.g. restaurants, taxis, factories, construction sites and trucks). Major radio outlets in both languages have the capacity to provide voice talent and produce the ads, a cost-effective approach to production.

TV

TV ads engage the target audience at an emotional level combining narrative with visuals to build high-impact messages.

The Province will work with OMNI to create TV bumpers surrounding ethno-cultural events, targeting newcomers of specific ethnicities based on events and holidays significant to them.

Online

Online ads are an established, effective, and easily-measurable advertising medium. They offer near-immediacy of service: interested viewers can immediately click through to www.WelcomeBC.ca.

Client traffic to WelcomeBC.ca increased 95% compared to the same campaign period last year with 143,829 visits directly from the Google Adwords campaign. Web pages targeted by online advertising received a 46% increase from the previous year.

Online advertising offers the benefit of nimble reactions upon evaluation of results. As multiple messages will be used in the online campaign, the Province can monitor which message(s) yield the best results (i.e. the greatest number of click-throughs) while retiring underachieving ads.

This year's online campaign will expand the reach of online marketing efforts and target domestic audiences for both web and mobile advertising. This includes search advertising, pre-roll video advertising, social media advertising and mobile advertising (e.g. Google Mobile Ads and YouTube mobile).

Online campaigns will direct users to www.WelcomeBC.ca, a prospective campaign page, or targeted web conversion points like the Newcomers' Guide, Cost of Living Calculator, or other WelcomeBC content and tools.

Posters and Other Marketing Collateral

Ad campaign creative can be repurposed for use in posters, decals, and brochures to build and maintain messaging.

As in previous years, collateral materials leveraging campaign branding will be developed and include brochures, posters, window decals and business cards.

Collateral materials will be assembled into front counter marketing kits for use by WelcomeBC's service providers. These front counter resources will provide continuity supporting the advertising campaign and allow clients to quickly identify the Government of British Columbia's services at any Service BC location offering free English-language classes.

QR codes will be employed in all collateral.

OTHER

Social media

GCPE's Social Media and Online Communications (SMOC) team will lead all social media efforts with content provided by WelcomeBC.

APPROXIMATE COSTS:

All costs are estimates only. A detailed breakdown will be made available once the project and its campaign elements have been approved. The budget is estimated at \$1,400,000 (Federal funds).

Activity	Creative & Production	Ad Buy & Other	Total
Creative Development	\$50,000	\$0	\$50,000
Online	\$25,000	\$243,000	268,000
Out of Home - Transit	\$5,000	\$100,000	\$105,000
Out of Home – Mall Posters	\$5,000	\$35,000	\$40,000
Radio (Province-wide; ethnic)	\$5,000	\$35,000	\$40,000
TV	\$5,000	\$30,000	\$35,000
Print (Ethnic)	\$10,000	\$30,000	\$40,000
Print (English)	\$11,000	\$63,000	\$74,000
Collateral (including Marketing Kits)	\$38,000	\$0	\$38,000
Translation + misc. production	\$10,000	\$0	\$10,000
Total	\$164,000	\$536,000	\$700,000

Approvals: (Please fax to Corporate Communications: 387-1435)

X

Ministry GCPE Communications Director

Date

X

Ministry Deputy Minister

Date

X

Minister

Date

X

Corporate Communications Director

Date

X

GCPE Deputy Minister

Date

MINISTRY OF FORESTS, LANDS AND NATURAL RESOURCES

2012 FOREST FIRE PREVENTION

MARKETING BRIEF - VIZEUM

May 11, 2012

INTRODUCTION

To promote behaviour that helps reduce the incidence of forest fires and to communicate how British Columbians can get up-to-the-minute information about urban interface fires, the Province will implement an advertising campaign from June to September 2012.

STRATEGIC APPROACH

Strategic Objectives

- Encourage the public to prevent human-caused forest fires and report forest fires to the authorities.
- Develop a campaign that is flexible enough to support both a broad forest fire prevention message and an urban interface crisis message.
- Meet the needs of Ministry staff to place ads that match the regional and climactic context, including local/regional fire danger conditions.
- Direct audiences to a single, trusted, comprehensive source of information on the web that is kept up to date to addresses changing conditions.
- Demonstrate to the public that the Province is taking initiative in trying to prevent human-caused fires and supporting citizens impacted by urban interface fires.
- Demonstrate to the public that the Province does its best to keep advertising costs low by updating existing ads.

Themes/Messages

Primary:

- Protect yourselves and our forests. Do your part to prevent unnecessary, human-caused fires.
- To report a forest fire, call *5555 on your cell.
- For more information about preventing forest fires, visit emergencyinfobc.gov.bc.ca

Secondary:

- Be prepared to act if a forest fire threatens your community.
- Get forest fire updates and emergency information at emergencyinfobc.gov.bc.ca.
- Learn to Burn Responsibly – before starting a campfire, know the risks involved.
- Once you start a campfire, you are legally responsible for making sure it doesn't escape and is completely out before you leave.
- If you burn grass or yard waste, take precautions and NEVER underestimate the risks.
- When the weather's damp or cool, it's the perfect opportunity to fire-proof your home and property.
- Forestry staff occasionally set controlled fires to manage our forests. Like you, foresters know that a planned, controlled fire is a safer fire.
- Every year, arson puts our forests and homes at risk. Throw cold water on arsonists by reporting suspicious activity to your local RCMP or forest district office.
- If you live in or near the forest, download a copy of the FireSmart Homeowner's Manual. It will show you how to prepare for the hot, dry weather that puts our forests – and our homes – at risk.

Target Audience

Primary:

- Adult British Columbians heading into the woods for recreation activities.

Secondary:

- Residents of, and visitors to, rural areas with a high risk of forest fires
- Urban residents who lack significant wilderness experience but are drawn to outdoor recreations like camping, hunting, fishing and off-roading
- Intentional users of fire: backyard, agricultural, industrial and resource management burners
- General public
- Other enforcement agencies (Conservation Officers, RCMP)
- Provincial park operators and B.C. Parks
- Internal government (i.e., MLAs, government agents and regional program staff)

RECOMMENDED STRATEGIC APPROACH

GCPE recommends a two-phase campaign:

1. a province-wide **preventative campaign** that would launch on the Canada Day long weekend and slowly ramp up until throughout the summer, and
2. an **urban interface campaign**, playing only in regions battling, or in imminent danger of, forest fires. Ads would indicate where to turn for up-to-the-minute information.

The preventative campaign would integrate TV, radio, print, posters, online and social media.

The urban interface ads would rely on radio only, driving people to the website for further information.

RECOMMENDED TIMELINE

Week of:	JUNE		JULY				AUGUST				SEPTEMBER		
	18	25	2	9	16	30	6	13	20	27	3	10	17
TV													
Radio - Prevention													
Emergency Radio: as needed													
Print													
SEM													
Online													
Posters													

RECOMMENDED TACTICS

1. Preventative Message

a. **TV Advertising**

- TV is an appropriate medium for this campaign, as it effectively conveys emotional content through strong visuals. The “Scorcher” TV ads can be run province-wide to emphasize that forest fire prevention is the responsibility of all British Columbians.
- The “Scorcher” creative is broad enough to apply to all behaviours the Ministry identifies as contributing to forest fires. The creative indicates that the forests are dry and vulnerable to fire, and that we all have to be responsible and highly aware in this environment.
- GCPE recommends running the :30s TV spots throughout the summer on Shaw and specialty channels, with heavier rotation leading up to the BC Day and Labour Day long weekends.

b. **Radio Advertising**

- A short burst of :30s radio ads in all markets across the province is recommended. Specific messaging can be targeted to particular regions, conditions and concerns. Ads will run the week prior to each long weekend during the summer to keep messaging top of mind prior to the long weekends.
- People living close to the forest would benefit from messaging about visiting, working in or living near the forest. Urban dwellers would benefit from hearing preventative messages about campfire safety and/or whom to call to report forest fires.
- To keep costs down and ensure consistent branding, the preventative radio spots are produced in a “doughnut” format: each would have the same “Scorcher” sound effects, intro and ending, with various different key messages inserted into the centre.
- The call-to-action in all radio spots is emergencyinfobc.gov.bc.ca for more information and the *5555 line to report forest fires.

c. **Print Advertising**

- A province-wide blitz of black & white print ads in dailies, community papers and free dailies is recommended, just prior to the BC Day and Labour Day long weekends.

d. **Online Advertising**

- Online advertising is recommended to support the radio messages; online ads would be placed on news, travel and commercial outdoor recreation websites.
- As in all online campaigns, SEM is recommended. All online traffic would be directed to emergencyinfobc.gov.bc.ca. Government Communications will run SEM campaign.

- Online ads can be placed on relevant Provincial websites (e.g. BC Parks, DriveBC and Parks and Recreation). This is a highly cost-effective way to communicate preventative messages to B.C. residents planning to head to the forests on holiday.

e. Posters

- Posters, based on the print ad creative, will be placed on BC Ferries vessels. This will allow the Province to target vacationing British Columbians, especially to vulnerable Gulf Islands with few full-time fire-fighting units.

2. Urban Interface Message

a. Radio Advertising

- As regional radio advertising offers location-specific flexibility, this tactic is recommended as the best primary response to urban interface fires.
- Research from Ministry staff indicates the public relies heavily on local radio stations to get up-to-date, accurate updates about dangerous fires in their region.
- Radio ads would run in specific regions only when fire danger ratings indicate fires can easily start and spread, rather than running at a pre-booked time. Ads would be booked and run based on the recommendations of local/regional staff in response to these criteria.
- The call-to-action for all radio spots is to emergencyinfo.bc.ca.

b. Social Media

- During urban interface crises, the Facebook and Twitter accounts will be updated frequently, with critical messages tweeted or published in "real-time." However, all key information will reside on emergencyinfo.bc.ca.
- During the forest fire prevention phase, the Facebook and Twitter accounts can be used to encourage planning and promote specific forest fire prevention messages (e.g. safe industrial burning or campfire tips.)
- Fire Information Officers with the Ministry of Forests, Lands and Natural Resource Operations will lead social media endeavours with support from EMBC Online Communications and GCPE FLNRO.

BUDGET

Budget for the media buy portion of this campaign is approximately \$1,200,000.

MINISTRY OF JOBS, TOURISM, AND INNOVATION
WORK BC Web Integration Project
MARKETING BRIEF

INTRODUCTION

To inform British Columbians about the new WorkBC integrated website, the Province will implement an eight week marketing campaign for the new WorkBC web integration project from May 2012 to June 2012.

BACKGROUND

The federal Research and Innovation Support Measure of the Canada-BC Labour Market Development Agreement (LMDA) has funded several pilot projects presenting innovative approaches for distributing labour market information (LMI). These initiatives draw from labour market funding (LMDA) which has been provided to JTI through a Memorandum of Understanding (MOU) with the Ministry of Social Development.

Under this federally funded program, the Ministry has identified several initiatives that span a variety of target audiences, communication channels and topic areas. The following projects were launched in October 2011 and will be showcased on the Integrated site:

- Job Trend Tracker (web application) www.bcjobtrendtracker.ca;
- Build-A-Career (Smartphone application and website) www.buildacareer.ca ; and,
- Career Explorers (Video Game) www.careerexplorers.ca.

The following Research and Support Measure LMI initiatives are underway for 2011/12:

- Labour Market Web Integration Project ("the Integrated site");
- Career Trek (web application/videos);
- JobFest (Caravan); and,
- Job Search (revamping current Job Bank services to integrate Federal Job Bank data).

Discussion

The Labour Market Web Integration Project will integrate the following public-facing provincial career and LMI web sites into a single new site:

- | | |
|--|---|
| • www.workbc.ca | WorkBC |
| • www.workfutures.bc.ca | BC Work Futures |
| • www.guidetobceconomy.org | A Guide to the BC Economy and Labour Market |
| • www.whatskey.org | What's Key |
| • www.jobbank.gc.ca | Job Bank |

.../2

The Integrated site will be the Province's focal point for providing information to support job seekers, students and other career explorers, employers, service providers (such as

employment counsellors and human resources practitioners), and labour market information researchers.

The innovative and engaging integrated site will attract and retain the attention of its audiences by presenting a new content organization structure, as well as sophisticated custom search functionality that will enable audiences to easily and quickly find information within complex and deep content.

Additional benefits of this project include:

- Reaching students, job seekers and employers who may not be aware of all existing on-line LMI resources.
- Implementing recommendations from focus group testing on the WorkBC and BC WorkFutures websites that emphasized the need to enable audiences to more quickly and easily find information.
- Adding enhanced credibility to provincial LMI resources through an updated website that has a modern look/feel and functionality.
- Refreshing the objectives and content strategy for current websites which evolved over several years to support different government programs and multiple reorganizations of ministries.
- Increased ability for government to manage content to keep LMI presented to the public accurate and timely.
- Establishing one parent site to which all Research and Innovation Support Measures Projects can link.

The integrated website is a key tool of the BC Jobs Plan, providing a single location for British Columbians to find job search tools and skills training and career planning information.

STRATEGIC APPROACH

Strategic Objectives

- To inform British Columbians of the new WorkBC integrated website, which provides information to support job seekers, students and other career explorers, employers and service providers.
- To establish the WorkBC integrated website as a tool under the BC Jobs Plan.
- To inform British Columbians that WorkBC is a one stop website that empowers users to do more than find jobs, they can explore careers and industry profiles, research labour and economic trends, access programs and benefits, and learn about skills, training and funding.
- To increase awareness and credibility of BC Jobs Plan brand.

Themes/Messages

Primary:

- This website provides a single source for job search and career information in British Columbia.
- The new tool is part of the BC Jobs Plan.
- The search function on the new WorkBC site utilizes new search capabilities pulling data from all postings in BC, both internally and externally from job search portals.
- Features useful career planning tools such as Cost of Living Calculator, Job Trend Tracker, a Career-to-Pathfinder tool and Industry Profiles.
- Users can also find information on labour market trends, programs, skills and funding.
- There is something for everyone. Career exploration tools geared to various age groups can be found on the new integrated site.

Secondary:

- New job search function allows employers to easily post a job, update employer profile, and post multimedia
- Manage my Stuff toolkit allows users to manage searches and applications, store favourite and saved items and enter notes for job postings
- Search and translation powered by Google
- Live chat support

Target Audience

Primary audience:

- British Columbians of working age (16-65) across the province;
- May be job seekers, career builders, career explorers, planners

Secondary audience:

- Employers
- Career Counselors and Practitioners
- HP Personnel
- Recruiters

- People relocating to British Columbia

Priority Markets

Priority markets were selected using the following criteria:

- Markets that have a large enough population of the target audience existing (allows efficient allocation of media budget)
- Markets that have a mix of appropriate media tactics available for usage (allows better message communication through an integrated media approach)
- Markets that have been identified as having 'job movement' and career/job growth opportunities were also incorporated into the priority market list.

Priority Market List

- Vancouver
- Victoria
- Abbotsford
- Kelowna
- Penticton
- Kamloops
- Nelson
- Cranbrook
- Williams Lake
- Prince George
- Prince Rupert
- Smithers
- Dawson Creek
- Fort St. John

RECOMMENDED STRATEGIC APPROACH

The campaign will run for eight weeks, during May and June 2012. The campaign will follow a multi-media approach, using print, out-of-home, online and social media. The call-to-action in all ads will be www.workbc.ca. Print ads will run in English, Punjabi, Chinese (Simplified and Traditional), and Korean. Ads must clearly identify the WorkBC website as a tool under the BC Jobs Plan.

Creative approach

The creative will be complimentary to the existing BC Jobs Plan brand, but branded under WorkBC and drawing strongly from the Province's corporate brand, including colour and font. No photo shoot will be commissioned; existing GCPE-owned photos and/or stock photography will be used.

Creative copy will be very top-level. The key message being that this new tool under the BC Jobs Plan is a one-stop website for job search and career information in British Columbia.

RECOMMENDED TACTICS

Out of Home - Transit advertising

As the majority of the target audience resides in the Lower Mainland, transit ads are an effective method of reaching them. Transit ads offer great reach and repeated contact with the audience and are cost-effective. Ads with interior placement on buses allow for more involved messaging, ads with exterior placement can be used for message reach.

Print

Print is an effective way to reach the target audience. B.C. has an abundance of competitive daily and weekly ethnic publications to reach ESL populations. In the Lower Mainland, print ads would run in English, Punjabi, Chinese, and Korean, spread among various ethnic print media, commuter print, and community newspapers. Throughout the rest of the province, print ads would be in English, placed in community papers, a cost-effective and well-distributed medium.

Online

Online ads are an established, effective and easily-measurable medium for any ad campaign. They offer near-immediacy of service: interested viewers can immediately click through to www.workbc.ca.

For the Province, online ads also offer the added benefit of flexibility upon evaluation. As multiple messages will be used in the campaign, the Province can monitor which message(s) spark the best results (i.e. the greatest number of click-throughs) and eliminate underachieving ads accordingly.

As in all marketing campaigns, the Province will use Search Engine Marketing to promote the campaign's call-to-action; Google searches of relevant key words will geo-target B.C. IP addresses and lift www.workbc.ca to the top of search results.

Social Media

The new WorkBC website will be active in social media. There will be a blog will update users on labour market information, post featured jobs, provide tips for entering or navigating the labour market and other related material. In addition to the blog, WorkBC will be active on :

- Facebook
- Twitter
- LinkedIn
- YouTube

APPROXIMATE COSTS

All costs are estimates only. A detailed breakdown will be made available once the project and its campaign elements have been approved. The budget is estimated at \$675,000.

Activity	Creative & Production	Ad Buy & Other	Total
Online	\$26,685	120,000	146,685
Out of Home	\$26,685	250,000	276,685
Print (Ethnic)	\$35,815	30,000	65,815
Print (English)	\$35,815	100,000	135,815
Translation + misc. production	\$50,000		50,000
Total	\$175,000	\$500,000	675,000

MINISTRY OF SOCIAL DEVELOPMENT AND SOCIAL INNOVATION

Community Employer Partnerships

MARKETING BRIEF

February 18, 2014

INTRODUCTION:

Since the launch of the Employment Program of British Columbia in April 2012, the Ministry of Social Development and Social Innovation has begun implementing an initiative known as Community and Employer Partnerships.

The purpose of this initiative is to increase employment opportunities for unemployed British Columbians through the use of agency and business partnerships, shared information and technology, and innovative processes and practices.

BACKGROUND:

Community and Employer Partnerships (CEPs) are administered under the Employment Program of BC and financially support community projects that focus on increasing employability and build labour market capacity.

More than \$2.5 million has been committed to Community and Employer Partnerships since the program launched in April 2012. As of early January 2014, 69 B.C. community projects have benefited from Community and Employer Partnerships funding, and provided 239 WorkBC Employment Services Centre jobseekers with valuable training and work experience.

There are four main streams under which CEP projects are funded:

Job Creation Partnerships

- Launched April 2012
- Provide funding to assist with local projects that provide useful work experience and skill enhancement opportunities for eligible job seekers to help them obtain ongoing employment.
- Approximately \$2.2 million has been committed to fund a total of 63 Job Creation Partnerships to date.
- Eligible applicants include businesses, not-for-profit organizations, Crown Corporations, municipalities, agencies or territorial governments, First Nations Councils and public health and education institutions.

Labour Market Partnerships

- Launched April 2012
- Provide funding to organizations to encourage, support and facilitate addressing labour force issues (imbalances) and human resource planning activities which are in the public interest. LMP also includes the Employer Sponsored Training (EST) program that provides eligible employers with financial assistance to support training activities for employees who would otherwise lose their jobs.
- Approximately \$360,000 has been contributed to a total of six Labour Market Partnerships to date.
- Eligible applicants include not-for-profit organizations, Crown Corporations, municipalities, agencies or territorial government, First Nations Councils and public health and education institutions.

Research & Innovation

- New stream in 2014-15
- Provide funding to community organizations to explore and/or find better ways of delivering programming to help people find or return to work.
- Objective is to use progressive research and innovation to discover better ways of helping unemployed people join the workforce as quickly as possible. R&I funds projects that examine untried and untested solutions to specific labour market issues through research or the development and implementation of innovative projects (e.g. pilots).
- Results gathered from R&I projects will identify better ways of helping unemployed people prepare for, return to, or keep employment and to become productive participants in the labour force.
- Eligible applicants include businesses, not-for-profit organizations, Crown Corporations, municipal governments, Band/Tribal Councils and public health and education institutions.

Project Based Labour Market Training

- New stream in 2014-15
- Provides funding to organizations to assist with local projects that provide on- and/or off-the-job employment training to eligible participants to help them obtain sustainable employment.
- Projects are developed between community organizations, employers/industry groups and EPBC service providers to benefit the participants, community and the local labour market
- This allows people who will be losing their jobs and have received lay-off notices to receive services and training, as a group, before their jobs end. PBLMT projects provide training and other supports in a group environment. The training is supported by activities such as counseling, vocational and/or learning assessments, work experience, job search skills, mentorship, and referral to community resources.
- Eligible applicants include businesses, non-profit organizations, municipalities, agencies or territorial governments, band/tribal councils, public health and educational institutions.

STRATEGIC CONSIDERATIONS:

Current stakeholder outreach is performed by Community and Employer Partnership workers who provide presentations or information about the Community and Employer Partnership Program through a variety of networks, including but not limited to:

- WorkBC Centers
- Community development/ economic development organizations
- Governments (Municipalities, Federal and Provincial)
- Employers
- First Nations Organizations
- Non-Profit sector
- Community and Employer Forums
- Sector Forums

WorkBC.ca hosts information on CEP that the public can access and it is being updated with the newest information at the end of February. Media releases are issued by the Ministry to generate interest, enquiries and applications from across the Province.

STRATEGIC APPROACH:

Strategic Objectives:

The goal of the Community Employer Partnership program is to increase labour market partnerships, and employment opportunities and skills training for unemployed British Columbians.

Through strategic stakeholder outreach, the marketing campaign seeks to:

- Increase overall applications to the Community Employer Partnership Program.
- Increase awareness of R&I and Project based labour market training streams among identified audiences.
- Receive applications for funding specifically for the R&I and Project based labour market training streams.

Themes/Messages:

Primary:

- Eligible organizations are encouraged to apply for funding under the Community Employer Partnership Program.
- Organizations seeking funding under Job Creation Partnerships can submit a Letter of Intent to their regional contact. Enquiries can also be sent via the regional contact emails listed below:
 - Region 1 – (Vancouver Island) ELMSD.PIFundR1@gov.bc.ca
 - Region 2 – (Vancouver Coastal) ELMSD.PIFUNDR2@gov.bc.ca
 - Region 3 – (Burnaby to Boston Bar) ELMSD.PIFundR3@gov.bc.ca
 - Region 4 – (Kamloops, Cariboo, Okanagan, Shuswap and Kootenay) ELMSD.PIFUNDR4@gov.bc.ca
 - Region 5 – (Northern BC – Haida Gwaii to the Alberta border and north to the Yukon border) ELMSD.PIFUNDR5@gov.bc.ca
- More information on Job Creation Partnerships is available on the WorkBC website:
<http://www.staging.workbc.ca/Employers/Run-your-business/Community-and-Employer-Partnerships.aspx>

Secondary:

- Community and Employer Partnerships will foster collaborative, coordinated networks of community organizations and employers across the province. These networks will work to:
 - promote and simplify communication between stakeholders
 - help the easy and quick flow of local labour market information
 - ensure strategic, coordinated approaches to investing the necessary employment support in communities
 - provide opportunities for stakeholders to discuss strategies and solutions to address labour market needs
- The new research and innovation fund will help us discover better ways of helping unemployed people join the workforce as quickly as possible.
- The Project Based Labour Market Training fund to help people in communities facing an employment challenge.
- Services for people with disabilities, Aboriginal peoples and youth are a key consideration in the delivery of the program.

Target Audience**Primary:**

- Community organizations, non-profit organizations
- Bands/Tribal Councils
- Municipalities
- Chambers of commerce and business associations
- B.C. businesses
- Educational Institutions (research organizations, "think tanks")

RECOMMENDED STRATEGIC APPROACH:

The audience for this program is very targeted and a B2B marketing approach should be taken to raise awareness of the CEP program to the target audiences. A paid media campaign is not recommended.

GCPE recommends developing a suite of marketing materials to support stakeholder outreach activities by the Ministry and a direct mail campaign to the identified audiences.

CREATIVE APPROACH

Creative should be reflective of the overall government brand standards, with the BCID and Ministry mark as the dominant brand. TIE IN TO FYF?

Visuals should reflect the diversity of the people and organizations who participate in Community Employer Partnership funded projects. Visual assets may be available in the GCPE photo bank, or stock photography that is British Columbia based may be considered.

Tone of the copy should be straightforward, high level and stress the benefits of the Community Employer Partnership to the organization, the participants and the community.

OTHER***Social Media***

Social media support from government channels that address business audiences is available (BC Gov, BC Jobs Plan, WorkBC). Outreach to Small Business BC and should be pursued to share organic content through their social media channels.

BUDGET

Total project budget \$40,000