

Thursday, February 8, 2018 at 2:26:44 PM Pacific Standard Time

Subject: FW: #toastthecoast
Date: Thursday, February 8, 2018 at 2:12:02 PM Pacific Standard Time
From: Gibbs, Robb GCPE:EX
To: Lloyd, Evan GCPE:EX
Attachments: image001.png

Robb Gibbs
ADM – Strategic Communications
Government Communications & Public Engagement
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From: McPhedran, Neil [mailto:neil.mcphedran@greyvancouver.com]
Sent: Thursday, February 8, 2018 2:11 PM
To: Gibbs, Robb GCPE:EX
Cc: Atchison, Maureen; Ainsworth, Katie
Subject: #toastthecoast

Hi Robb.

As discussed, following is a summary of what yourself, Evan, and I discussed. This will essentially be our brief to the creative teams (I have 2 on this end already starting), so please course-correct, chime in:

Background:

- Off the back of BC's recent decision to limit the flow of bitumen to the BC coast from Alberta until we've had a chance to better study the potential environment hazard, the Alberta gov't has reacted on Tuesday by announcing the AGLC "will put an immediate halt to the import of BC wine to Alberta. This is one good step to waking BC up to the fact they can't attack our industry without a response from us. This action will harm the BC wine industry & I wish it didn't have to be this way. ...We don't take this lightly."
@rachelnotley
- Albertan's are a large buyer of BC wine: in 2017 that roughly amounted to \$70 million paid to BC wineries ... 17.2 million bottles of wine (1.4 million cases)
- Instead of getting into a tit-for-tat trade war, Premier Horgan has responded by refusing to retaliate to the BC wine ban: "It's not the government's intention to respond in any way to the provocation."
- Rather, the gov't will focus on supporting the BC Wine industry and encourage the people of BC (and beyond) to stand up for the industry by buying BC wine and celebrating all that is good about BC's amazing wineries.

Objective:

Primary objective is to get the people of BC raising a glass (or 2) of BC wine in solidarity for the wine industry:

- Choose to buy BC wine in the coming days/weeks/months
- Celebrate your favourite BC winery and share via social media

Target:

- British Columbians 19+
- Other Canadians and beyond
- BC wine industry (and small business) – ie. so they hear our support (and the BC gov't support, in turn)

Key Message:

- BC wine industry needs your support, so choose to drink BC wine
- Share via social media using #toastthecoast
- Go to website: toastthecoast.ca (TBC) to find out more

Tone:

- Celebratory
- Clever/subtle
- Not about a backlash to Kinder Morgan / oil industry / Alberta

Why should they believe us:

- BC wineries are world renowned (one of the best wine regions in the world) ... so it's a great time to celebrate all thing BC Wine
- Alberta consumed upwards of 25% of BC wine, so with this boycott, we need to step up to fill the void
- Opportunity to take advantage of the added fixation on the "war of rose" to let the rest of Canada and beyond know how great the BC Wine industry is – and to get new brand believers under the tent.

Deliverables:

- Full page black and white ad: Province, Van Sun, Globe, Post, and potentially Seattle Times
- Social media ads:
 - Facebook/Instagram
 - Twitter
 - Organic content to pass along for BC Gov't

Timing:

- Concepts first thing Friday (tomorrow AM) ... 9am?
- Final art files due to publications Friday afternoon (specs & specifics to come)

Need for Rob's Team:

- Required logos ... what BC Gov't or industry brands are to be included – please supply or point us in the right direction?
- Who else (your end) needs to be included idea presentation and sign off first thing tomorrow AM?
- Newspaper publications specs
- Confirm Social media platform suggestions
- GREY can directly buy/build/manage the paid social media, please confirm ... we'll need to discuss a request for Fb Page access (easy and fast)?
- Discuss PO ... we'll do up a quick estimate to follow. Utilize our pre-negotiated rate.

Off to the races.

Thanks for the opportunity!

Neil

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2016 D&AD Impact Awards
 Black Pencil Winner



2016 North American
 Grand Effie Winner

Grey Group Disclaimer

Monday, March 12, 2018 at 4:44:50 PM Pacific Daylight Time

Subject: Updated Q&As
Date: Wednesday, February 7, 2018 at 1:05:28 PM Pacific Standard Time
From: Hannah, Matt GCPE:EX
To: Meggs, Geoff PREM:EX, Aaron, Sage PREM:EX, Lloyd, Evan GCPE:EX
Attachments: 2018.02.07 PJH KM Q&A.docx

Matt Hannah
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