

**From:** [Kelch, Kyla GCPE:EX](#)  
**To:** [Twynstra, Tanya L GCPE:EX](#)  
**Cc:** [Seiterle, Dominic GCPE:EX](#); [Ralph, Jamie GCPE:EX](#)  
**Subject:** Electoral Reform Digital Advertising  
**Date:** Wednesday, February 14, 2018 3:00:51 PM  
**Attachments:** [ER\\_hvv\\_display\\_728x90.jpg](#)  
[ER-hvv\\_display\\_300x600.jpg](#)  
[ER\\_hvv\\_display\\_300x250.jpg](#)

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Hi Tanya,

We're planning to go live with the digital media buy for the Electoral Reform/How We Vote

Engagement tomorrow and plan to run the ads until EOD February 27<sup>th</sup>.

Approximately half of the \$100,000 media budget will be spent targeting ads on Facebook in regions with lower engagement and the other half will be spent targeting British Columbians via Facebook static and pre-roll, Instagram static and CBC digital display and pre-roll ads. s.13

s.13

I'm working with Steve

Howard on this and should know within the next couple of days if it works.

Sample creative for Facebook and Instagram can be found below and the digital display creative for CBC is attached. We're still waiting for an approval on the pre-roll video and will share it with you as soon as it becomes available.

FYI - The following regions were selected for the regional ads based on the information provided in Dominic's report:

- Squamish, Whistler, Pemberton, Lillooet
- Penticton, Summerland, Osoyoos, Oliver, Princeton
- Prince Rupert, Terrace, Queen Charlotte, Masset
- Fort Nelson, Fort St John, Dawson Creek, Chetwynd, Tumbler Ridge, Taylor
- Kelowna
- Vernon
- Port Alberni

Please let me know if you have any questions or if you hear any feedback once these go live.

Cheers,

Kyla





Government of British Columbia

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Help shape the referendum that will determine how B.C. votes.



Make your voice heard on how B.C. votes

Take the questionnaire before Feb. 28.

[engage.gov.bc.ca/howwewote](https://engage.gov.bc.ca/howwewote)



Government of British Columbia

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[Like Page](#)

Squamish, Whistler, Pemberton, and Lillooet we want to hear from you.



Make your voice heard on how B.C. votes

Take the questionnaire before Feb. 28 and help shape the referendum.

[ENGAGE.GOV.BC.CA](https://engage.gov.bc.ca)



# COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY <b>Attorney General</b>	BRANCH	DATE <b>2017-11-07</b>
PROJECT CONTACT NAME <b>Kathryn LeSueur</b>		CONTACT TEL. <b>(778) 698-8674</b>
PROJECT		
TITLE <b>Electoral Reform</b>		COMPLETION DATE <b>2018-03-31</b>
DESCRIPTION <b>Public engagement regarding electoral reform</b>		SCOPE <input checked="" type="radio"/> Campaign <input type="radio"/> Series <input type="radio"/> Single
THEME / MESSAGE <b>Provide input on how BC votes</b>	AUDIENCE <b>British Columbians</b>	REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internat'l
OBJECTIVE <b>Educate BC on FPTP and PR systems &amp; create awareness of the referen</b>		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input type="radio"/> Yes <input type="radio"/> No

## SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES <input checked="" type="checkbox"/> Strategic Planning <input checked="" type="checkbox"/> Marketing Planning <input checked="" type="checkbox"/> Media Planning / Media Purchasing <input type="checkbox"/> Website Development / Hosting <input checked="" type="checkbox"/> Social Media Development <input checked="" type="checkbox"/> Audio / Video / Photography <input type="checkbox"/> Translation Services <input type="checkbox"/> Other (explain)	ADVERTISING & MARKETING MATERIALS <input checked="" type="checkbox"/> Paid Advertising <input checked="" type="checkbox"/> Print Materials <input type="checkbox"/> Promotional Items <input checked="" type="checkbox"/> Display (static or digital) <input checked="" type="checkbox"/> Online Content & Advertising <input type="checkbox"/> Other (explain) <input type="checkbox"/> Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES <input type="checkbox"/> Graphic Design Services (advertising, etc) <input type="checkbox"/> Print Publication (reports, poster, etc) <input type="checkbox"/> Digital Publication (PDF, DVD, e-pub, etc) <input type="checkbox"/> Display (static or digital) <input type="checkbox"/> Information Graphics <input type="checkbox"/> Web Design and Online Graphics <input type="checkbox"/> Promotional Items <input type="checkbox"/> Presentation (PowerPoint, PDF) <input type="checkbox"/> Video / Motion Graphics <input type="checkbox"/> Stock Photography <input type="checkbox"/> Branding, New Mark Development <input type="checkbox"/> Signage <input type="checkbox"/> Other (explain)
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## ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Various	67	\$ 100,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	St. Bernadine	67	\$ 170,000.00
Distribution			
Other			
TOTAL COST \$			\$ 270,000.00

GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68

CONTENT <input checked="" type="checkbox"/> New <input type="checkbox"/> Update / Reprint <input type="checkbox"/> Draft <input type="checkbox"/> Final / Approved
PRODUCTION <input checked="" type="checkbox"/> Online <input type="checkbox"/> Print (STOB required)
DISTRIBUTION <input checked="" type="checkbox"/> Ministry <input type="checkbox"/> BC Mail Plus (STOB required)
OTHER

## MINISTRY APPROVALS

PROGRAM DIRECTOR NAME <b>Neil Reimer</b>	SIGNATURE 	DATE <b>2018-01-10</b>
MINISTRY EXPENSE AUTHORITY NAME <b>Sean Grills</b>	SIGNATURE 	DATE <b>2018-01-10</b>

## GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME <b>Megan Harris</b>	SIGNATURE 	DATE <b>2018/01/11</b>
GCPE MARKETING & SUPPORT SERVICES NAME <b>Kathryn LeSueur</b>	SIGNATURE 	DATE <b>2018/01/11</b>
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCPE MARKETING &amp; SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3657 Fax: 250 887-1435

ASSIGNED

PRINT FORM

CLEAR FORM

## Kelch, Kyla GCPE:EX

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**From:** Seiterle, Dominic GCPE:EX  
**Sent:** Tuesday, February 6, 2018 9:29 AM  
**To:** Kelch, Kyla GCPE:EX  
**Cc:** McLean, Matt GCPE:EX  
**Subject:** RE: Electoral Reform Digital Advertising

Hi Kyla-

Here are the current responses by regional district for electoral reform (ordered by population). The first chart shows the survey responses, population and resulting variance. Starting at the top of the chart, look at the regions that have a large negative variance (more red) to focus digital marketing.

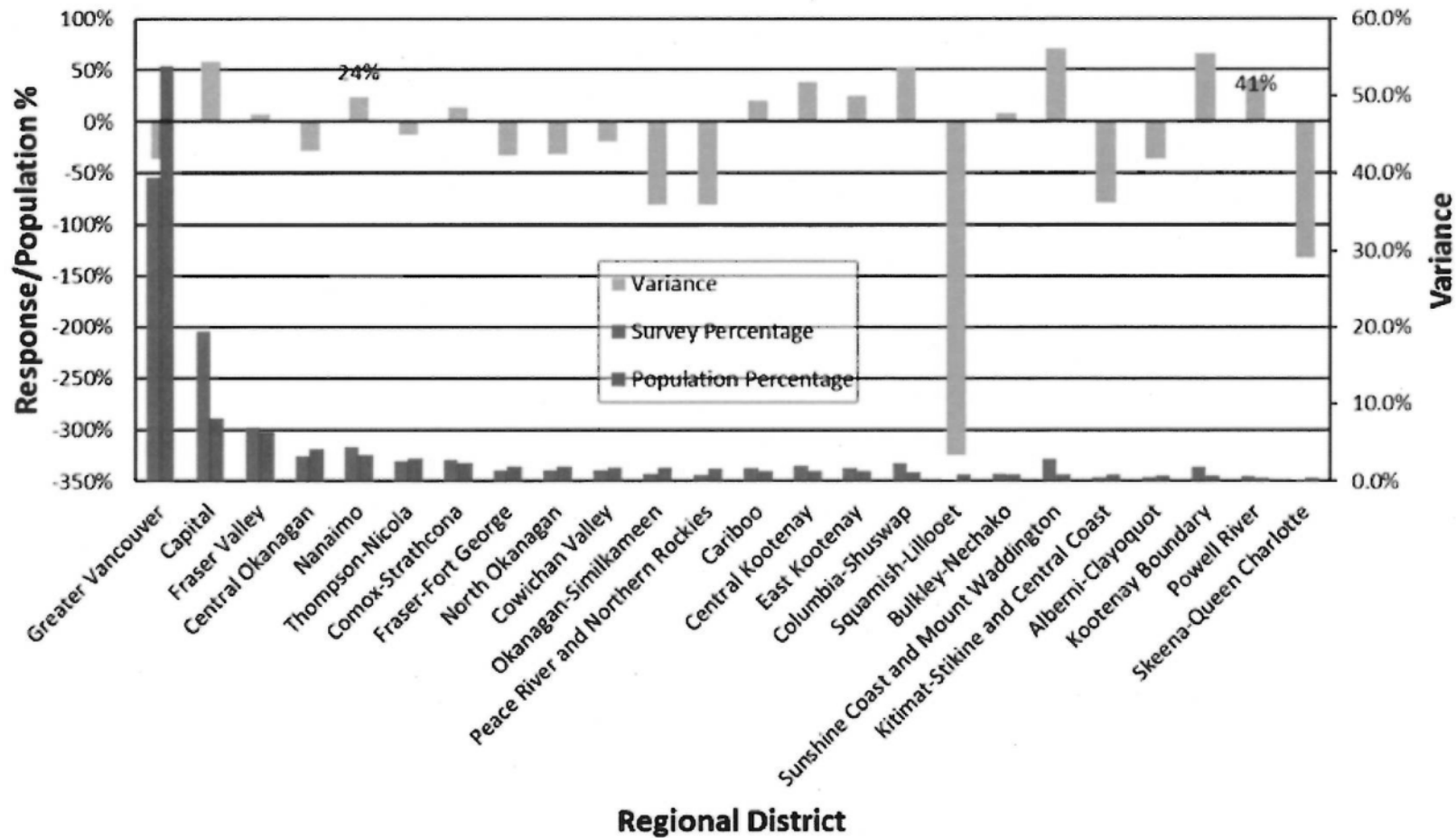
Tell me what you decide, or if you need more info.

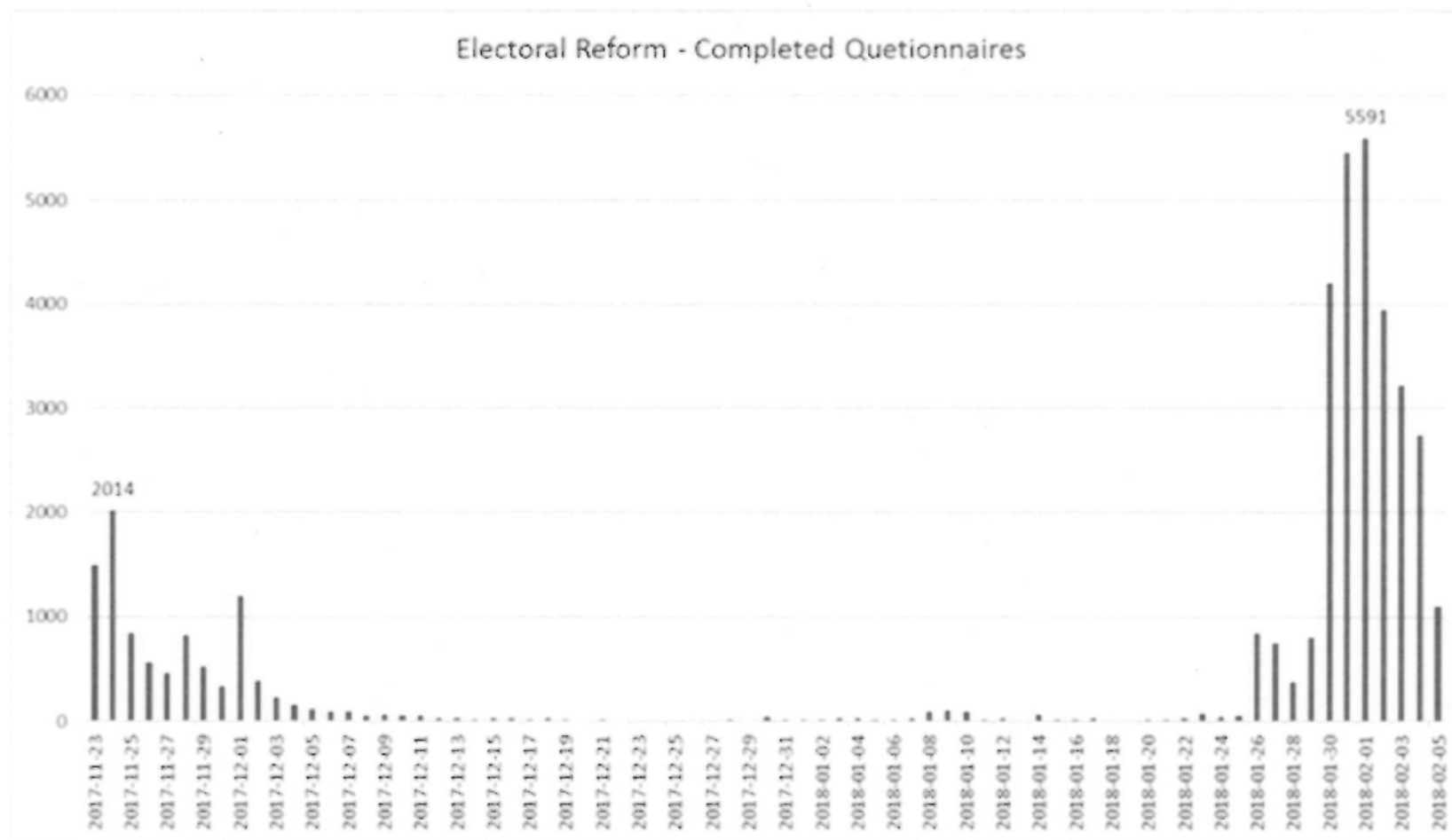
Cheers,  
Dominic

Ad Name	Platform	Ad #	Post Copy	Creative	Headline	Description	Location Targeting	Demographic Targeting	Display URL	Destination Base
Facebook Older Long Copy	Facebook	1	You have an opportunity to help decide how British Columbians elect their Members of the Legislative Assembly (MLA).	Older	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28 and help shape the referendum.	BC	Older (40+)	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Facebook Older Short Copy	Facebook	2	Help shape the referendum that will determine how B.C. votes.	Older	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28.	BC	Older (40+)	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Facebook Younger Long Copy	Facebook	3	You have an opportunity to help decide how British Columbians elect their Members of the Legislative Assembly (MLA).	Younger	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28 and help shape the referendum.	BC	Younger (18-39)	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Facebook Younger Short Copy	Facebook	4	Help shape the referendum that will determine how B.C. votes.	Younger	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28.	BC	Younger (18-39)	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Facebook Video	Facebook	5	You have an opportunity to help decide how British Columbians elect their Members of the Legislative Assembly (MLA).	Video	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28.	BC	18+	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Instagram Younger Long Copy	Instagram	6	Make your voice heard on #HowWeVote in B.C. Take the questionnaire before February 28th and help shape the referendum.	Younger	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28.	BC	Younger (18-39)	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Facebook Regional Ad - SqLi A	Facebook	7	Squamish, Whistler, Pemberton, and Uluisset we want to hear from you. Make your voice heard and help shape the referendum that will determine how BC votes.	Older	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28.	Squamish, Whistler, Pemberton, Uluisset	18+	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Facebook Regional Ad - SqLi B	Facebook	8	Squamish, Whistler, Pemberton, and Uluisset we want to hear from you. Make your voice heard and help shape the referendum that will determine how BC votes.	Younger	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28.	Squamish, Whistler, Pemberton, Uluisset	18+	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Facebook Regional Ad - OXSi A	Facebook	9	Penticton, Summerland, Osoyoos, Oliver, Princeton we want to hear from you. Make your voice heard and help shape the referendum that will determine how BC votes.	Older	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28.	Penticton, Summerland, Osoyoos, Oliver, Princeton	18+	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Facebook Regional Ad - OXSi B	Facebook	10	Penticton, Summerland, Osoyoos, Oliver, Princeton we want to hear from you. Make your voice heard and help shape the referendum that will determine how BC votes.	Younger	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28.	Penticton, Summerland, Osoyoos, Oliver, Princeton	18+	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Facebook Regional Ad - SKQc A	Facebook	11	Prince Rupert, Terrace, Queen Charlotte, Masset we want to hear from you. Make your voice heard and help shape the referendum that will determine how BC votes.	Older	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28.	Prince Rupert, Terrace, Queen Charlotte, Masset	18+	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Facebook Regional Ad - SKQc B	Facebook	12	Prince Rupert, Terrace, Queen Charlotte, Masset we want to hear from you. Make your voice heard and help shape the referendum that will determine how BC votes.	Younger	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28.	Prince Rupert, Terrace, Queen Charlotte, Masset	18+	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Facebook Regional Ad - PTHr A	Facebook	13	Fort Nelson, Fort St John, Dawson Creek, Chetwynd, Tumbler Ridge, Taylor we want to hear from you. Make your voice heard and help shape the referendum that will determine how BC votes.	Older	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28.	Fort Nelson, Fort St John, Dawson Creek, Chetwynd, Tumbler Ridge, Taylor	18+	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Facebook Regional Ad - PTHr B	Facebook	14	Fort Nelson, Fort St John, Dawson Creek, Chetwynd, Tumbler Ridge, Taylor we want to hear from you. Make your voice heard and help shape the referendum that will determine how BC votes.	Younger	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28.	Fort Nelson, Fort St John, Dawson Creek, Chetwynd, Tumbler Ridge, Taylor	18+	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Facebook Regional Ad - Kelowna A	Facebook	15	Kelowna we want to hear from you. Make your voice heard and help shape the referendum that will determine how BC votes.	Older	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28.	Kelowna	18+	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Facebook Regional Ad - Kelowna B	Facebook	16	Kelowna we want to hear from you. Make your voice heard and help shape the referendum that will determine how BC votes.	Younger	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28.	Kelowna	18+	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Facebook Regional Ad - Vernon A	Facebook	17	Vernon we want to hear from you. Make your voice heard and help shape the referendum that will determine how BC votes.	Older	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28.	Vernon	18+	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Facebook Regional Ad - Vernon B	Facebook	18	Vernon we want to hear from you. Make your voice heard and help shape the referendum that will determine how BC votes.	Younger	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28.	Vernon	18+	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Facebook Regional Ad - Port Alberni A	Facebook	19	Port Alberni we want to hear from you. Make your voice heard and help shape the referendum that will determine how BC votes.	Older	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28.	Port Alberni	18+	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>
Facebook Regional Ad - Port Alberni B	Facebook	20	Port Alberni we want to hear from you. Make your voice heard and help shape the referendum that will determine how BC votes.	Younger	Make your voice heard on how B.C. votes	Take the questionnaire before Feb. 28.	Port Alberni	18+	engage.gov.bc.ca/howwevote	<a href="https://engage.gov.bc.ca/howwevote">https://engage.gov.bc.ca/howwevote</a>

Regional District	Count of FSA From Survey	Survey Percentage	Population Percentage	Variance
Greater Vancouver	15517	39.4%	53.8%	-37%
Capital	7651	19.4%	8.1%	59%
Fraser Valley	2696	6.8%	6.3%	7%
Central Okanagan	1268	3.2%	4.1%	-29%
Nanaimo	1710	4.3%	3.3%	24%
Thompson-Nicola	993	2.5%	2.8%	-13%
Comox-Strathcona	1072	2.7%	2.3%	14%
Fraser-Fort George	566	1.4%	1.9%	-33%
North Okanagan	534	1.4%	1.8%	-32%
Cowichan Valley	581	1.5%	1.8%	-20%
Okanagan-Similkameen	369	0.9%	1.7%	-81%
Peace River and Northern Rockies	331	0.8%	1.5%	-81%
Cariboo	653	1.7%	1.3%	20%
Central Kootenay	812	2.1%	1.3%	38%
East Kootenay	647	1.6%	1.2%	24%
Columbia-Shuswap	920	2.3%	1.1%	53%
Squamish-Lillooet	81	0.2%	0.9%	-325%
Bulkley-Nechako	363	0.9%	0.8%	8%
Sunshine Coast and Mount Waddington	1154	2.9%	0.8%	71%
Kitimat-Stikine and Central Coast	187	0.5%	0.8%	-78%
Alberni-Clayoquot	187	0.5%	0.6%	-36%
Kootenay Boundary	740	1.9%	0.6%	66%
Powell River	284	0.7%	0.4%	41%
Skeena-Queen Charlotte	62	0.2%	0.4%	-132%

**Electoral Reform Responses by Regional District Compared, Population and Variance ordered by  
Regional District with Highest Response Rate**





**Dominic Seiterle**

Engagement Specialist, Measurement and Analysis  
 GDX – Government Digital Experience Division  
 Government Communications & Public Engagement  
 4<sup>th</sup> floor, 617 Government Street | Victoria BC | [250-415-8743](tel:250-415-8743)

**From:** Kelch, Kyla GCPE:EX  
**Sent:** Friday, February 2, 2018 9:00 AM  
**To:** Seiterle, Dominic GCPE:EX <[Dominic.Seiterle@gov.bc.ca](mailto:Dominic.Seiterle@gov.bc.ca)>  
**Cc:** McLean, Matt GCPE:EX <[Matt.McLean@gov.bc.ca](mailto:Matt.McLean@gov.bc.ca)>  
**Subject:** RE: Electoral Reform Digital Advertising



Sounds good, thanks Dominic!

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**From:** Seiterle, Dominic GCPE:EX  
**Sent:** Friday, February 2, 2018 8:51 AM  
**To:** Kelch, Kyla GCPE:EX  
**Cc:** McLean, Matt GCPE:EX  
**Subject:** RE: Electoral Reform Digital Advertising

Hi Kyla-

Can we give it to mid next week to look at the data. I want to see the dust settle from the mailer before we make a decision on this. How about I send you regions Tuesday/Wednesday of next week?

Thanks,  
Dominic

**Dominic Seiterle**

Engagement Specialist, Measurement and Analysis  
GDX – Government Digital Experience Division  
Government Communications & Public Engagement  
4<sup>th</sup> floor, 617 Government Street | Victoria BC | 250-415-8743

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**From:** Kelch, Kyla GCPE:EX  
**Sent:** Thursday, February 1, 2018 4:20 PM  
**To:** Seiterle, Dominic GCPE:EX <[Dominic.Seiterle@gov.bc.ca](mailto:Dominic.Seiterle@gov.bc.ca)>  
**Cc:** McLean, Matt GCPE:EX <[Matt.McLean@gov.bc.ca](mailto:Matt.McLean@gov.bc.ca)>  
**Subject:** Electoral Reform Digital Advertising

Hi Dominic,

The electoral reform digital ad assets are almost ready to go so the next step for us is to start putting together a media plan. Are there any areas or demographics that are currently under represented in your results that you would like us to target? Let us know if you have any other suggestions for how you would like us to direct the advertising so that you get the best results from the engagement.

Thank you,  
Kyla

**Kyla Kelch**  
Marketing Coordinator | Advertising and Marketing Services  
Government Communications and Public Engagement  
Phone: (250) 896-6348