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Government of BC

Ministry of Mental Health & Addictions

2018 Awareness Campaign

Presented by **Corus Entertainment** January 2018



Campaign Overview

Corus Entertainment is pleased to present an integrated multi-media campaign to Traction/Wasserman + Partners on behalf of the Government of BC and the Ministry of Mental Health and Addictions to drive awareness around 5 key pillars focused on awareness and prevention of fentanyl overdoses:

Harm Reduction > Drug Smart > Treatment > Anti-Stigma > Start and Stay Healthy

Corus is ideally positioned to deliver on the keys to campaign success:

- Reaching the Core Audience of **M30-59**, the buying demo of **M25-54** and the secondary demo A18+
- Emphasis on targeting the regions where overdoses have been predominant: **Vancouver, Victoria and Surrey**

We will showcase the power of a fully integrated campaign utilizing:

- News Editorial Content on Global BC News and CKNW Radio
- FM Interviews in Morning Drive Content
- Talent Hosted Constructed Content with Corus Branding - ?
- TV, Digital and Radio Commercials
 - Zone 5 & Zone 1 over-content ads in Morning news - *Prnwide*
 - Lower Third Creative in Content
 - Social Media
 - Global News Online Branded Content
 - BC1 Zone 4 Ads

• VOICE
• CANUCKS GAME
• ON TOP OF LINE

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Editorial, Talent Hosted Messages, In-Content Branding

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- Andy Batti - example of spokesperson who works well with Newsroom.

Global BC

Editorial

Global BC News and CKNW 980

The Global BC Newsroom, including CKNW, will work with the Ministry of Mental Health and Addictions, to come up with compelling stories and interviews during the campaign window to amplify the important Drug Awareness messages being delivered to British Columbians.

• DATA / LISTS - Resonate well w/ audiences.
Get informed by stats/facts.

Copyright

An array of stories and interviews can be explored keeping the 5 pillars at the forefront as they are developed:

- Interviews with addicts, family members, doctors, first responders, politicians, community leaders etc.
- Research or Statistical results from 2017 on the epidemic British Columbians are experiencing
- Tips on Safety and Prevention including how to use Naloxone kits – shown on Global News
- Tips on how to be smart about drug use if you are going to use
- Plus many more angles can be explored.

The process will be to establish communication between the client and the newsroom to develop a plan for stories/ interviews.

• MID-February START.
• Next steps –

• Global 1

• Texas 3070 + Global 1 / Seeking out content from viewers. 12hr - 1hr shows

• 1-OFF interviews in Morning show / NOON one purpose? For News / DIGITAL. / Stakeholders / Spokesperson? • FB 1710 — STD 1200 — 1000 noon

• TRUE to News PRACTICES
• TO News VALUES.

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CFOX and Rock 101

Morning Show Content!

- In addition to being 2 of Vancouver's Top 3 FM Radio Stations, CFOX and Rock 101 own the Mornings in Vancouver. *(M25-54)*.
- Known for their strong sense of humour and a deep connection with their Audience, the Jeff O'Neil Show and Willy in the Morning will tackle the topic of ensuring their listeners are "prepared to spring to outdoor parties" by having expert guests on the shows to discuss how to be safe if you are planning on doing drugs.
- DUSTIN COLLINS → FM program Director
- Unlike hard news on Global BC or CKNW, this conversational format in "lighter content" will allow the discussion to take place in a less formatted environment and give the hosts the opportunity to deliver the message in a softer, yet highly impactful way.
- **CFOX and Rock 101 will conduct 2 interviews per Morning Show over a 2 week period**
 - *RADIO - 3-5 minutes per interview*
 - *6 TIME 5:30-9am (7am-8am - TRADES)*

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Corus Personalities

Talent Endorsed Messaging



Corus would potentially be interested in partnering with the Ministry of Mental Health and Addictions on a talent endorsed message for saving lives to run as PSA Match.

Key points to consider:

- Script would have to be mutually agreed upon (with final approval by News (TV) and Programming (Radio))
- Talent has to be 100% at the discretion of Corus.
- PSA
- Previewed story
- Show (Spill) - onto Networks & Shows

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SuperTicker

Brand new in Global News Morning!

Airing inside Global News Morning content, the ministry will receive a FULL FRAME SQUEEZE BACK sponsored ad. This runs during live shots going to and coming back from commercial break!

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Zone 5: Full Frame Squeeze Back Sponsor Ad

- Full screen squeeze during non-hard news coming up teases
- Live shots going in and out of break
- Viewer picture segments
- • 7 seconds on-screen (3/
- 6x-7x per week / Feb 12 x 4 / Mar 19-Apr 1

Examples:

"I know my dealer..."

"I know what I'm doing..."

"Relax, I'm only going to try this once..."

"I should have called 911..."

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SuperTicker

Creative Concepts

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[Click](#) to View Example

SuperTicker

Zone 1

Global
BC

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ONLY → Airing inside Global News Morning content, the ministry will receive a FULL Ticker sponsor ad take-over. These run during live shots going to and coming back from commercial break!

Zone 1: Full Ticker Takeover

- Lower screen during non-hard news, live shots going in and out of break
- Can include full motion video, graphic, price points, etc
- 7 seconds on-screen
- 6x-7x per week / Feb 12 x 4 / Mar 19-Apr 1

Examples:

"I know my dealer..."

"I know what I'm doing..."

"Relax, I'm only going to try this once..."

"I should have called 911..."

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Promotional Advertising

SuperTicker

Summary

We recommend running 5x Zone 1 and Zone 5 Supertickers per week x 8 weeks. This allows for in-news content powerful messaging.

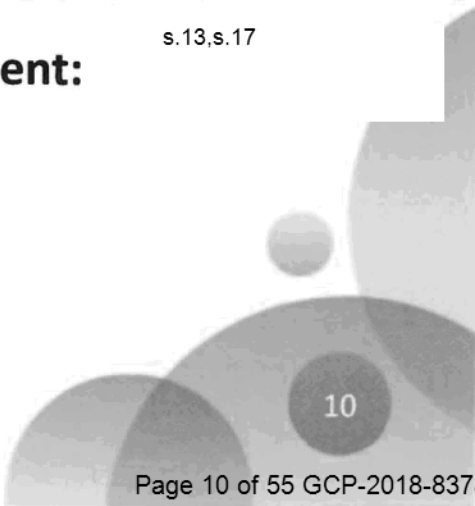
Campaign Dates: Feb 12 x 4 /Mar 19-Apr 1

BC - Zone 1 & 5 SuperTicker	Occ's	Prime	GRP's		Impressions		Total Value	M25-54		A18+	
			M25-54	A18+	M25-54	M25-54		Reach (Van DM)	Frequency (Van DM)	Reach (Van DM)	Frequency (Van DM)
BC - CHAN - Zone 1	39	0%	54.6	70.2	487,500	4,095,000	s.13,s.17	42%	1.31	50%	1.41
BC - CHAN - Zone 5	40	0%	56	72	500,000	4,200,000		43%	1.32	51%	1.42
Total Zone 1 & 5:	40		110.6	142.2	987,500	8,295,000					

Total Gross Investment:

s.13,s.17

- only a couple of spots
- Block of Ticker - popular - VISUALS OK, NO FACES



Brand TV

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RPD Custom Segment

The *Ministry of Mental Health & Addictions* Custom Segment

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Defined as households with **Males 30-59** and **over indexed to:**

- ***Consumption of 7 or more beers in the past month*** AND
- ***Agreed to the statement "I lead a fairly busy social life"***

AND

Over indexed to at least one of the following:

- ***Visit bar or nightclub (alcohol, no food) 1+ (past week/mth)***
- ***Disagreed to the statement "I would rather spend a quiet evening at home than go out to a party"***
- ***Used Pain Relievers - Headaches - Kind Used (Most Oft) - With Codeine***
- ***Used Pain Relievers – Back/Muscle/Body Pain – 3+ times used (past mth)***

• 180,000 (Centa Boxes) - straw's measurement
ENVIRONMENTAL DATA - Clicks.

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RPD Recommend Programs

Over Indexing Global Programs

INDEX – The Ministry of Mental Health & Addictions Custom Segment vs. All Households

The Ministry of Mental Health & Addictions Custom Segment are more likely to tune to these Global programs compared to the average B.C. household.

• recast package
• News ^{plus}
• Prime-time F-Women.
(7-11 ^{pm}) 25-60

✓ Big Brother.
→ celebrity

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Brand Campaign

30s & BC1 Zone 4 Ads

Below is our recommended 30 second Brand Campaign for the Ministry of Mental Health & Addictions for Feb 12 x 4 and Mar 19-Apr 1. We've taken the following into account:

- Included a maximum discount.
- Ensured good reach and frequency on the Chan Van/Vic Campaign.
- Included BC1 for added reach (30s) and bonus opportunity (Zone 4 Ad*).
- Campaign Dates: Feb 12 x 4 /Mar 19-Apr 1

Copyright

BC - Brand	Occ's <i>1000</i>	Prime	GRP's		Impressions		Total Value	M25-54		A18+	
			M25-54	A18+	M25-54	A18+		Reach (Van DM)	Frequency (Van DM)	Reach (Van DM)	Frequency (Van DM)
BC - CHAN Van/Vic - 30s	<i>210 (52A)</i>	60%	358.5	631.3	2,766,000	19,404,700	s.13,s.17	93%	3.86	95%	6.65
BC1 - 30s	<i>314</i>	47%	25.4	32.1	164,400	1,121,800		22%	1.14	27%	1.18
BC1 - Zone 4	1920	21%	120	120	648,000	3,132,000		n/a	n/a	n/a	n/a
Total Brand 30s:	2,444		504	783	3,578,400	23,658,500					

*This static ad rotates within the headline sidebar every 4 minutes as 10 second static display ads 80 times per day.

• To Add Reach

Total Gross Investment:

*is paired - \$1000 . CHAN / BC1 x 8 weeks
w/ BC1*

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• Kelowna
• Pagra

s.13,s.17

Globe Morning:

• Noon
• per minute
M-F 4A1 K per minute
VAN/VIC only
Globe / CN

Brand Campaign

Lower Thirds

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- Throughout the campaign, we recommend utilizing in-content Lower Thirds to further push the ministry awareness message.
- This will be strategically placed in top prime programs where viewers are engaged with their lean-back relaxed state.
- Campaign Dates: Feb 12 x 4 /Mar 19-Apr 1 *x 4*

Benefits of Lower Thirds:

- Run Province wide
- In-Content
- PVR proof
- Can include call-to-action

Production: s.13,s.17

BC - Lower Thirds	Occ's	Prime	GRP's		Impressions		Total Value	M25-54		A18+	
			M25-54	A18+	M25-54	A18+		Reach (Van DM)	Frequency (Van DM)	Reach (Van DM)	Frequency (Van DM)
BC - CHAN	32	89%	57.8	111.8	709,000	5,592,100	s.13,s.17	44%	1.32	67%	1.68
Total Lower Thirds:	32		57.8	111.8	709,000	5,592,100					

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Total Gross Investment:

s.13,s.17

Brand Digital

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Digital Branded Content, Social & Video

- To help with increase brand awareness while partnering with the best know news team in BC, we recommend the ministry partners with Global News on 2x Branded Content piece.
- A Global News freelance writer will work with the ministry to create a branded article and an animated video with appropriate content that will drive readers and engagement (\$3,000 net for Branded Article & \$4,000 net for Explainer Video). *(From Toronto) writer*
- All promoted on the story stream on the Global News Homepage via homepage feature tile (also known as a Featured Link) for a week.
- To drive engagements, social sharing and conversation, all stories will be promoted through boosted Global News Social Media Posts.
- Logo and Roadblock Leaderboard and Big Boxes on all articles.
- 2x Global News HPTOs running on the content launch dates.
- 2x Social Featured Link (sponsored Facebook & Twitter Posts) are also recommended to run after or inbetween the branded content flights to drive further engagement (client driven content).
- Targeted Brand Video is recommended for extended reach.

Digital	Total Per Post	Net	Gross	Est. Impressions
Social x 2 Post (\$1,000 Boosting)	s.13,s.17			200,000
→ Branded Article				196,000
Social for Branded Article (\$1,000 Boosting)				100,000
Explainer Video				196,000
Social for Explainer Video (\$1,000 Boosting)				100,000
HPTO launch with Article / Infographic				210,000
Video (Global News, TV, GO, News/Ent Vertical)				237,500
				1,239,500

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Digital Branded Content Thought Starters

Below are a few story ideas for the branded content pieces with social promotion. Please note that although the Ministry of Mental Health and Addictions has influence over the topics and will provide information or an interviewee, final topic and story must be approved by our Global News team to ensure seamless integration into our story page and add value to our audience.

Story Concepts - Stories can include a logo and a call-to-action

Branded Article Ideas:

- **Profile(s).** "Regular Joe", his path to overdose, reducing the stigma of substance abuse. (Taken from the notes we were provided) Perhaps someone who suffered from a workplace accident, took pain medication (oxy's) and when the doctors stop prescribing them, they looked for alternatives – fentanyl laced drugs.

OR

- ✂ **Signs and Symptoms of Fentanyl Abuse.** How to recognize the signs that someone you know/love is using and the steps you should take to help.

Animated Video Idea (or Infographic):

- **Fentanyl by the numbers, anti-stigma facts/stats and/or Naloxone info.** What is it? How does it work? How do you use it and where can you find it. This could be great on social, very shareable.

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.Link to website.

.push via alobar TV. to our F.B. (Comments/ Moderation our responsibility)

Digital Branded Content Example Article

ADVERTISEMENT April 25, 2018 9:00 am Updated April 26, 2018 10:48 am Copyright

Canadian Cancer Society Lodges offer a home-away-from-home for families fighting cancer

By MIC Stinson, Special Advertising Feature, Global News

Copyright

Featured link →

ADVERTISEMENT In partnership with Canadian Cancer Society



Canadian Cancer Society Lodges offer a home-away-from-home for families fighting cancer

Copyright

← Branded Story

Copyright

→ Social Post

Canadian Cancer Society Lodges offer a home-away-from-home for families fighting cancer

Canadian Cancer Society offers affordable accommodation for people who have to come from smaller centres in order to receive cancer treatment.

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Digital Branded Content Infographic Example

Below is an example of the latest ICBC infographic, the “Fentanyl by the numbers, anti-stigma facts/stats and/or Naloxone info” branded content can either be an infographic like below, or an Explainer Video.

10 tips to make British Columbia's roads safer

By Kiana Delisle, Special Advertising Feature, Global News

Copyright

Copyright

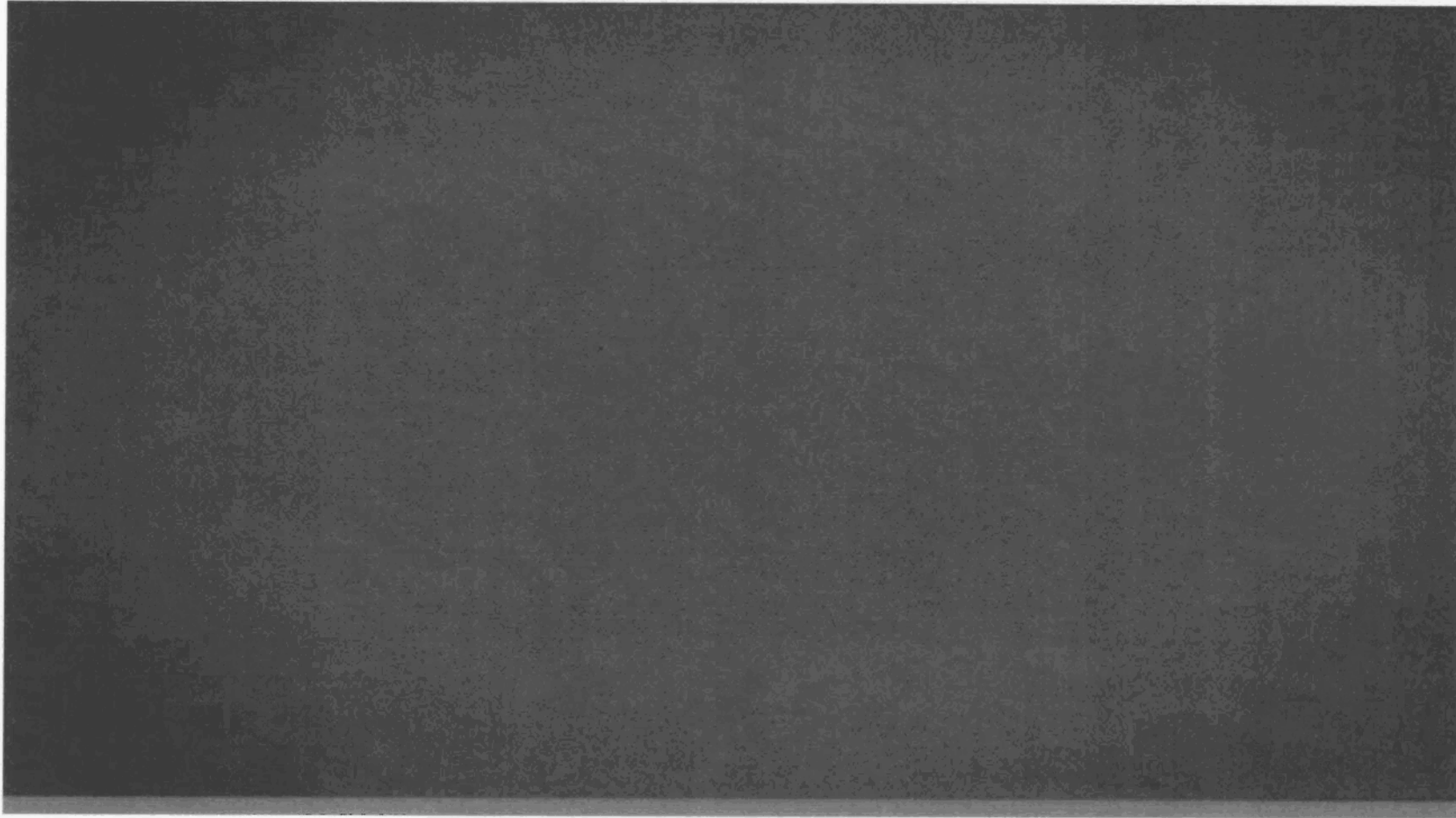
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ICBC Example



- *We would keep our product ✓
- *Bri Info gives forever / searchable - unless asked to remove.
- Vetted Article
- 45 sec.
- 6 weeks to produce

Digital Branded Content Explainer Video



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Brand Radio

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Campaign Benefits

- CFOX listeners are engaged in the community and passionate about CFOX personalities, information, topics and music!
- Your campaign benefits from association with one of Vancouver's long-standing and popular radio brands and one of the most engaging & entertaining Morning Shows in Vancity!
- Your commercial messages & station sponsorships connect with and influence a core audience of Adults 20 – 55; both males and females
- You're investing marketing dollars on a station in growth mode – now the No. 2 ranked A25-54 Radio Station in the Vancouver Market (R2, 2017 - Survey)

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ROCK 101 Campaign Benefits

GREATEST HITS 70's 80's & 90's

- Association with one of Vancouver's most vibrant, long-standing and popular radio brands
- ROCK101 has always been known as the home of Rolling Stones, U2, Bruce Springsteen and Supertramp. Now, as Vancouver's **Greatest Hits format** - a broader listenership has been attracted by music of The Police, Phil Collins, Lenny Kravitz, Cheryl Crow, Steve Winwood and John Mellencamp.
- Association with one of Vancouver's most professional, engaging and informative broadcasters; Willy Percy and the **Willy In the Morning show!**
- Advertise your message in a consistently **Top 4 rated Vancouver Radio Morning Show**
- Your commercial messages & station sponsorships connect with and influence a core audience of Adults 25 – 54 / 64; both males and females

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opened us 1 For 1 - For PSAs / Radio spots

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Campaign Benefits

- ✓ Your message will reach a core audience of Adults 25 – 65 year olds; both males and females
- ✓ Speak to a wide range of Community members; from business owners and management, to entrepreneurs, educators, health care professionals, those in trades, skilled services, government officials / employees, etc.
- ✓ CKNW is one of the few Vancouver radio stations with the audiences for partnering with both B2C and B2B clients
- ✓ CKNW listeners are engaged in the community and want / need to learn and be informed on issues
- ✓ Listeners are intently listening to CKNW for news and information
- ✓ With this intentional / active listening, your story and message is well-received and absorbed

Radio Campaign Summary

We recommend running strong campaigns on our three powerhouse stations – The Fox, Rock 101 & CKNW.

Campaign Dates: Feb 12 x 4 /Mar 19-Apr 1

Radio	Occ's	GRP's	GRP's	Impressions	Impressions	Total Value	M25-54		A18+	
		M25-54	A18+	M25-54	A18+		Reach (Van CTRL)	Frequency (Van CTRL)	Reach (Van CTRL)	Frequency (Van CTRL)
CFOX FM - 6 Weeks	264	208.8	91.2	1,330,200	2,302,200	s.13,s.17	26%	8.20	16%	5.80
CFMI FM - 6 Weeks	192	140.4	82.2	1,025,400	2,635,800		24%	6.00	20%	5.30
CKNW - 6 Weeks	132	91.8	104.4	562,800	2,508,600		11%	8.60	11%	9.60
Total Radio:	588	441.0	277.8	2,918,400	7,446,600					

Total Gross Investment:

s.13,s.17

CKNW
NEWS · TALK
AM980

ROCK 101
GREATEST HITS 70's 80's & 90's

CFOX
WORLD FAMOUS // 99.3FM

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Additional Benefits

CKNW
NEWS · TALK
AM980

ROCK 101
GREATEST HITS 70's 80's & 90's

CFOX
WORLD FAMOUS // 99.3FM

PSA MATCH:

- ✓ 1-for-1 airtime match for PSA spots on each Corus station on this campaign buy
- ✓ Corus stations make best efforts to maximize total airings
- ✓ PSA's booked on a 24 / 7 basis

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Summary & Value

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Campaign Summary

Recommendation

TOTAL BC CAMPAIGN	Impressions M25-54	Impressions A18+	Total Gross Value
BC - CHAN VV / BC 1	3,578,400	23,658,500	s.13,s.17
BC - CHAN Lower Thirds	709,000	5,592,100	
BC Zone 1 & 5 SuperTickers	987,500	8,295,000	
Radio	2,918,400	7,446,600	
Digital	n/a	1,239,500	
Production	-	-	
PSA Dollar Match on TV/Radio Schedules	-	-	
Total BC Campaign:	8,193,300	46,231,700	

Total Gross Investment:

Value to Investment Ratio: \$1 : \$2.10 or Added Value of s.13,s.17

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Before Feb. 4

Thank You!

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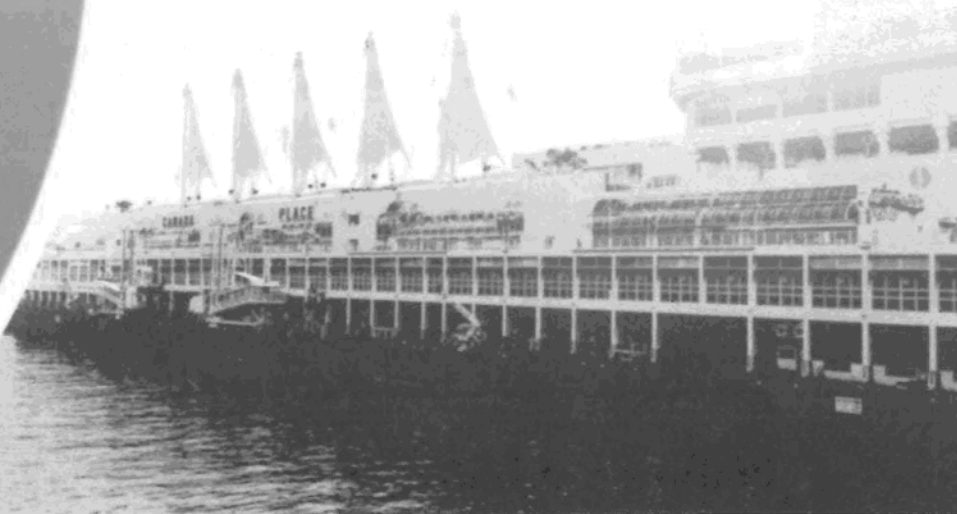
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Government of BC

Ministry of Mental Health & Addictions

2018 Awareness Campaign

Presented by **Corus Entertainment** Revised Feb 6, 2018



Campaign Overview

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Harm Reduction > Drug Smart > Treatment > Anti-Stigma > Start and Stay Healthy

Corus is ideally positioned to deliver on the keys to campaign success:

- Reaching the Core Audience of **A25-54**, the buying demo of **A25-54, slight skew to women** and the secondary demo **A18+**
- Emphasis on targeting the regions where overdoses have been predominant: **Vancouver, Victoria and Surrey**

We will showcase the power of a fully integrated campaign utilizing:

- News Editorial Content on Global BC News and CKNW Radio
- FM Interviews in Morning Drive Content
- Talent Hosted Constructed Content with Corus Branding
- TV, Digital and Radio Commercials
 - Zone 5 & Zone 1 over-content ads in Morning news
 - Lower Third Creative in Content
 - Social Media
 - Global News Online Branded Content
 - BC1 Zone 4 Ads

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Editorial, Talent Hosted Messages, In-Content Branding

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Editorial

Global BC News and CKNW 980

The Global BC Newsroom, including CKNW, will partner with the Ministry of Mental Health and Addictions, to come up with compelling stories and interviews during the campaign window to amplify the important Drug Awareness messages being delivered to British Columbians.

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An array of stories and interviews can be explored keeping the 5 pillars at the forefront as they are developed:

- Interviews with addicts, family members, doctors, first responders, politicians, community leaders etc.
- Research or Statistical results from 2017 on the epidemic British Columbians are experiencing
- Tips on Safety and Prevention including how to use Noxolone kits – shown on Global News
- Tips on how to be smart about drug use if you are going to use
- Plus many more angles can be explored.

The process will be to establish communication between the client and the newsroom to develop a plan for stories/ interviews.

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CFOX and Rock 101

Morning Show Content!

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- Unlike hard news on Global BC or CKNW, this conversational format in "lighter content" will allow the discussion to take place in a less formatted environment and give the hosts the opportunity to deliver the message in a softer, yet highly impactful way.
- **CFOX and Rock 101 will conduct 2 interviews per Morning Show over a 2 week period**

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Corus Personalities

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Key points to consider:

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SuperTicker

Brand new in Global News Morning!

Airing inside Global News Morning content, the ministry will receive a FULL FRAME SQUEEZE BACK sponsored ad. This runs during live shots going to and coming back from commercial break!

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Zone 5: Full Frame Squeeze Back Sponsor Ad

- Full screen squeeze during non-hard news coming up teases
- Live shots going in and out of break
- Viewer picture segments
- 7 seconds on-screen
- 4 - 6x per week / Feb 26 X 5 wks

Examples:

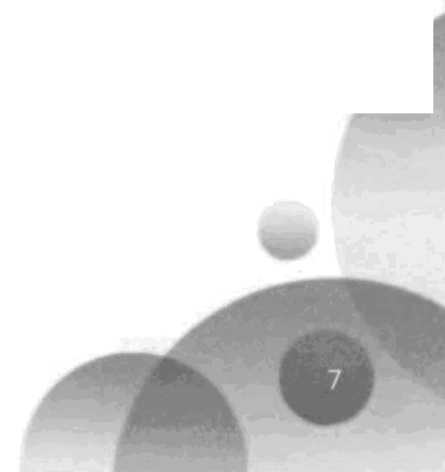
"I know my dealer..."

"I know what I'm doing..."

"Relax, I'm only going to try this once..."

"I should have called 911..."

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SuperTicker

Creative Concepts

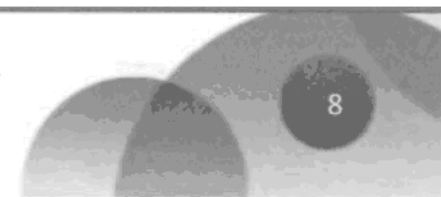


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[Click to View Example](#)



SuperTicker

Zone 1

Airing inside Global News Morning content, the ministry will receive a FULL Ticker sponsor ad take-over. These run during live shots going to and coming back from commercial break!

Zone 1: Full Ticker Takeover

- Lower screen during non-hard news, live shots going in and out of break
- Can include full motion video, graphic, price points, etc
- 7 seconds on-screen
- 7-8x per week / Feb 26 X 5 wks

Examples:

"I know my dealer..."

"I know what I'm doing..."

"Relax, I'm only going to try this once..."

"I should have called 911..."

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SuperTicker Summary



We recommend running 7 x Zone 1 and 6 X Zone 5 Supertickers per week x 5 weeks. This allows for in-news content powerful messaging.

Campaign Dates: Feb 26 X 5 wks

BC - Zone 1 & 5 SuperTicker	Contract Number	Occ's	Prime	GRP's		Impressions		Total Gross	Total Value	A25-54		A18+	
				A25-54	A18+	A25-54	A25-54			Reach (Van DM)	Frequency (Van DM)	Reach (Van DM)	Frequency (Van DM)
BC - CHAN - Zone 1	17866088	39	0%	50.7	70.2	1,010,100	4,095,000	s.13,s.17		39%	1.29	49%	1.42
BC - CHAN - Zone 5	17865812	27	0%	35.1	48.6	699,300	2,835,000			29%	1.20	38%	1.28
Total Zone 1 & 5:		66		85.8	118.8	1,709,400	6,930,000	\$15,534.72	s.13,s.17				

Total Gross Investment: \$15,534.72

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Brand TV

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Brand Campaign

30s & BC1 Zone 4 Ads

Below is our recommended 30 second Brand Campaign for the Ministry of Mental Health & Addictions for Feb 26 X 5 wks. We've taken the following into account:

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- Included a maximum discount.
- Ensured good reach and frequency on the Chan Van/Vic Campaign.
- Included BC1 for added reach (30s) and bonus opportunity (Zone 4 Ad*).
- Campaign Dates: Feb 26 X 5 wks

BC - Brand	Contract Number	Occ's	Prime	GRP's		Impressions		Total Gross	Total Value	A25-54		A18+	
				A25-54	A18+	A25-54	A18+			Reach (Van DM)	Frequency (Van DM)	Reach (Van DM)	Frequency (Van DM)
BC - CHAN Van/Vic - 30s	18578518	196	61%	376	619.8	5,878,800	19,099,800	s.13,s.17		91%	4.15	92%	6.74
BC1 - 30s	18578546	120	48%	11.5	11.5	123,500	405,500			11%	1.06	11%	1.06
BC1 - Zone 4	17866066	1680	21%	105	105	567,000	2,740,500			64%	1.65	64%	1.65
Total Brand 30s		1,996		493	736	6,569,300	22,245,800	\$209,094.93	s.13,s.17				

*This static ad rotates within the headline sidebar every 4 minutes as 10 second static display ads 80 times per day.

Total Gross Investment:

\$209,094.93

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Brand Campaign

Lower Thirds

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- Throughout the campaign, we recommend utilizing in-content Lower Thirds to further push the ministry awareness message.
- This will be strategically placed in top prime programs where viewers are engaged with their lean-back relaxed state.
- Campaign Dates: Feb 26 X 5 wks
- **Benefits of Lower Thirds:**
- Run Province wide
- In-Content
- PVR proof
- Can include call-to-action

Production: s.13,s.17

BC - Lower Thirds	Contract Number	Occ's	Prime	GRP's		Impressions		Total Gross	Total Value	A25-54		A18+	
				A25-54	A18+	A25-54	A18+			Reach (Van DM)	Frequency (Van DM)	Reach (Van DM)	Frequency (Van DM)
BC - CHAN	17865764	39	87%	65.6	102.3	1,791,100	5,143,500	s.13,s.17		47%	1.39	62%	1.64
Total Lower Thirds:		39		65.6	102.3	1,791,100	5,143,500						

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Total Gross Investment:

\$49,957.14

Brand Digital

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Video / Pre-roll + Global News BC Homepage Takeover

- Targeted video (geo-targeted to BC) to air as pre-roll on our premium Global properties ie: App & sites is recommended to extend reach.
- A Global News BC homepage takeover will launch the campaign.

Globalnews.ca/BC: Reaching Over 1.5 Million Canadians

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Digital	Rate/CPM (NET)	Net	Gross	Est. Impressions
Global News HPTO - Launch Campaign	s.13,s.17			
Video (Global News, TV, GO, News/Ent Vertical)		s.13,s.17	\$ 33,943.53	s.13,s.17

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Brand Radio

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Campaign Benefits

- CFOX listeners are engaged in the community and passionate about CFOX personalities, information, topics and music!
- Your campaign benefits from association with one of Vancouver's long-standing and popular radio brands and one of the most engaging & entertaining Morning Shows in Vancity!
- Your commercial messages & station sponsorships connect with and influence a core audience of Adults 20 – 55; both males and females
- You're investing marketing dollars on a station in growth mode – now the No. 2 ranked A25-54 Radio Station in the Vancouver Market (R2, 2017 - Survey)

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ROCK 101 Campaign Benefits

GREATEST HITS 70's 80's & 90's

- Association with one of Vancouver's most vibrant, long-standing and popular radio brands
- ROCK101 has always been known as the home of Rolling Stones, U2, Bruce Springsteen and Supertramp. Now, as Vancouver's **Greatest Hits format** -a broader listenership has been attracted by music of The Police, Phil Collins, Lenny Kravitz, Cheryl Crow, Steve Winwood and John Mellencamp.
- Association with one of Vancouver's most professional, engaging and informative broadcasters; Willy Percy and the **Willy In the Morning show!**
- Advertise your message in a consistently **Top 4 rated Vancouver Radio Morning Show**
- Your commercial messages & station sponsorships connect with and influence a core audience of Adults 25 – 54 / 64; both males and females

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Campaign Benefits

- ✓ Your message will reach a core audience of Adults 25 – 65 year olds; both males and females
- ✓ Speak to a wide range of Community members; from business owners and management, to entrepreneurs, educators, health care professionals, those in trades, skilled services, government officials / employees, etc.
- ✓ CKNW is one of the few Vancouver radio stations with the audiences for partnering with both B2C and B2B clients
- ✓ CKNW listeners are engaged in the community and want / need to learn and be informed on issues
- ✓ Listeners are intently listening to CKNW for news and information
- ✓ With this intentional / active listening, your story and message is well-received and absorbed

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Radio Campaign Summary

We recommend running strong campaigns on our three powerhouse stations – The Fox, Rock 101 & CKNW.

Campaign Dates: Feb26 X 5 wks

Radio	Contract Number	Occ's	Prime	GRP's		Impressions		Total Gross	Total Value	A25-54		A18+	
				A25-54	A18+	A25-54	A18+			Reach (Van CTRL)	Frequency (Van CTRL)	Reach (Van CTRL)	Frequency (Van CTRL)
CFOX FM - 5 Weeks		175	n/a	96.1	63.2	1,246,600	1,587,900	s.13,s.17	s.13,s.17	18.4%	5.20	13.4%	4.70
CFMI FM - 5 Weeks		140	n/a	90.3	77.9	1,261,400	1,929,100			19%	4.70	17%	4.50
CKNW - 5 Weeks		120	n/a	44.3	87	574,300	2,092,300			7.3%	6.10	10.5%	8.30
Total Radio:		435		230.7	228.1	3,082,300	5,609,300			36.2%	6.4	34.3%	6.7

Total Gross Investment:

s.13,s.17

CKNW
NEWS · TALK
AM980

ROCK 101
GREATEST HITS 70's 80's & 90's

CFOX
WORLD FAMOUS // 99.3FM

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Additional Benefits

CKNW
NEWS · TALK
AM 980

ROCK 101
GREATEST HITS 70's 80's & 90's

CFOX
WORLD FAMOUS // 99.3FM

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PSA MATCH:

- ✓ 1-for-1 airtime match for PSA spots on each Corus station on this campaign buy
- ✓ Corus stations make best efforts to maximize total airings
- ✓ PSA's booked on a 24 / 7 basis

Summary & Value

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Campaign Summary

Recommendation

TOTAL BC CAMPAIGN	Impressions A25-54	Impressions A18+	Total Gross	Total Gross Value
BC - CHAN VV / BC 1	s.13,s.17		s.13,s.17	
BC - CHAN Lower Thirds				
BC Zone 1 & 5 SuperTickers				
Radio				
Digital				
Production				
PSA Dollar Match on TV/Radio Schedules				
Total BC Campaign			\$ 350,000.38	s.13,s.17

25/30 spots per week.

Total Gross Investment: **\$350,000.38**

Value to Investment Ratio: \$1 : \$2.10 or Added Value of

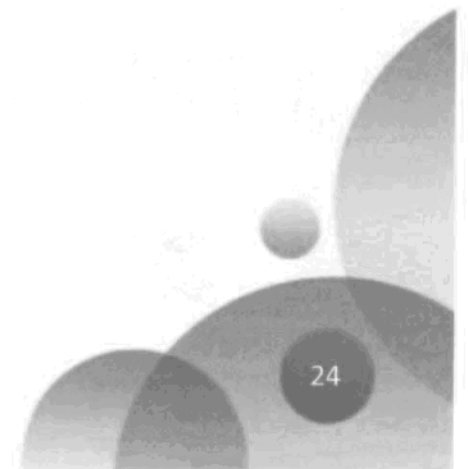
s.13,s.17

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Thank You!

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VIZEUM CANADA INC.

Suite 1580, 1075 West Georgia St.
Vancouver BC V6E 3C9 (604) 646-7282



2018 MEDIA COST ESTIMATE

CLIENT: Ministry of Mental Health + Addictions
CAMPAIGN: Opioids Crisis Partnership
CAMPAIGN DATE: Feb 26 - Mar 31, 2018
AUDIENCE: A25-54
UNIT: :30s
REVISION COMMENT:
Budget: \$350,000

DATE: February 5, 2018
CLIENT CODE: 531219
PRODUCT: 18
CAMPAIGN #: TBD
APD: TBD
VERSION: TBD
MEDIA BUYER: TBD
A3082

MARKETS	STATIONS	FLIGHT DATES	QUANTITY ITEMS	TOTAL COST GROSS	TOTAL COST NET
BC - VANCOUVER / VICTORIA					
Television	CHAN, BC1	Feb 26 - March 31, 2018	30's / PSA's 7 sec - Lower Thirds 7 sec - SuperTicker Production	5 \$209,094.93 \$49,957.14 \$15,534.72 \$6,470.59	
Radio	CKNW, CFMI, CFOX	Feb 26 - March 31, 2018	30's / PSA's	\$35,000.00	
Digital	Freroll, HPTD, Branded Article, Social Posts, produced video			\$33,943.00	
VANCOUVER / VICTORIA TOTAL:				\$360,000.38	\$297,600.32

Total: **\$297,600.32**

* Television: Stations require written notice 4 weeks prior to campaign start date, and first 4 weeks are non-cancelable

Approved by Ministry Expense Authority:

Approved by GCPE:

Material Contact Name:

TOTAL NET MEDIA: **\$297,600.32**

Date:

Date: **Feb. 14 / 2018**

Material Contact Number:

AGENCY OF RECORD Advertising Placement Order		APO# (Assigned by GCPE):		Blanket APO: Yes ___ No ___	
STOB/PROJECT INFORMATION:		BILLING CONTACT:			
STOB: GCPE 67 ___ Ministry 67 X 68 ___		Name: Down Stewart			
CPA/Project No. _____		Telephone: _____ Fax: GCPE.FinanceBilling@gov.bc.ca			

Instructions: This order is to be authorized by Government Communications and Public Engagement. This order is subject to the terms and conditions of the contract agreement with the Agency of Record (AOR).

GCPE to fax signed estimate to 604-646-7289