



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A marketing plan 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 Agriculture	BRANCH Plant and Animal Health	DATE 2019-02-22
PROJECT CONTACT NAME Lynette Hare	CONTACT TEL. (604) 556-3093	CONTACT FAX (604) 556-3015
PROJECT TITLE Claims on Livestock Bonds		
DESCRIPTION Regulatory requirement		
THEME / MESSAGE	AUDIENCE	SCOPE ☒ Campaign ☐ Series ☐ Single
OBJECTIVE	REGION ☒ B.C. ☐ Canada ☐ Internat'l	IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☐ Strategic Planning
- ☐ Marketing Planning
- ☐ Media Planning / Media Purchasing
- ☐ Website Development / Hosting
- ☐ Social Media Development
- ☐ Audio / Video / Photography
- ☐ Translation Services
- ☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☐ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)
- ☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☐ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, poster, etc)
- ☐ Digital Publication (PDF, DVD, e-pub, etc)
- ☐ Display (static or digital)
- ☐ Information Graphics
- ☐ Web Design and Online Graphics
- ☐ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☐ Video / Motion Graphics
- ☐ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign	GCPE	68	2083.62
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$0.00 2083.62

CONTENT

- ☒ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION

- ☐ Online ☐ Print (STOB required)

DISTRIBUTION

- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Ursula Viney	SIGNATURE 	DATE 2019-02-22
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Meghan McRae	SIGNATURE 	DATE 2019-02-25
GCPE MARKETING & SUPPORT SERVICES NAME KATHRYN LESUEUR	SIGNATURE 	DATE 2019-02-27
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCPE MARKETING & SUPPORT SERVICES | P.O. BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM

COMMUNICATIONS PROJECT APPROVAL

CPA NO.

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MINISTRY Finance	BRANCH GCPE	DATE YYYY-MM-DD 2019-02-19
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PROJECT CONTACT NAME Kathryn LeSueur	CONTACT TEL. (778) 698-8674	CONTACT FAX
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PROJECT

TITLE Post-Budget 2019	START DATE 2019-02-23	COMPLETION DATE 2019-03-31
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DESCRIPTION Helping inform British Columbians of new programs/services in the budget	SCOPE ☒ Campaign ☐ Series ☐ Single
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THEME / MESSAGE Making life more affordable. Helping people get	AUDIENCE All of BC	REGION ☒ B.C. ☐ Canada ☐ Internat'l
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OBJECTIVE Increase awareness, drive traffic to website	IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No
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SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☐ Strategic Planning
- ☐ Marketing Planning
- ☒ Media Planning / Media Purchasing
- ☒ Website Development / Hosting
- ☒ Social Media Development
- ☒ Audio / Video / Photography
- ☒ Translation Services
- ☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☒ Display (static or digital)
- ☒ Online Content & Advertising
- ☐ Other (explain)
- ☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☒ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, poster, etc)
- ☐ Digital Publication (PDF, DVD, e-pub, etc)
- ☒ Display (static or digital)
- ☐ Information Graphics
- ☒ Web Design and Online Graphics
- ☐ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☒ Video / Motion Graphics
- ☒ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign	Now & Captus	67	\$ 225,000.00
Media Purchase	Vizeum & Jungle	67	\$ 714,000.00
Consultation / Research	Stratcom	67	\$ 17,500.00
Website Development	Wolf & Crown & Queens Pri	67	\$ 44,000.00
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
TOTAL COST \$			\$ 1,000,500.00

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

CONTENT

- ☒ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION

- ☐ Online ☐ Print (STOB required)

DISTRIBUTION

- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
GCPE MARKETING & SUPPORT SERVICES NAME Kathryn LeSueur	SIGNATURE	DATE YYYY-MM-DD 2019-07-17
GCPE EXPENSE AUTHORITY NAME NAMMI POORANASAB	SIGNATURE	DATE YYYY-MM-DD 2019/07-17

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ASSIGNED

PRINT FORM

CLEAR FORM



BRITISH
COLUMBIA

COMMUNICATIONS PROJECT APPROVAL

CFA NO.
CPA-CEU-1819-009

Note: Form must be completed and approved before proceeding. Marketing plan must be submitted first for projects over \$10,000. A full sample of the form is available on the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Advanced Education, Skills and Training		BRANCH Workforce Innovation, Div Resp Skills & T	DATE YYYY-MM-DD 2019-02-12
PROJECT CONTACT NAME Kelly Baker		CONTACT TEL (778) 698-1105	CONTACT FAX
PROJECT TITLE Table Top Banners		START DATE 2019-02-18	COMPLETION DATE 2019-03-31
DESCRIPTION (3) Table top pull-up banners		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE follow us on social media	AUDIENCE all	REGION ☒ B.C. ☐ Canada ☐ Internet	
OBJECTIVE to increase social media followers/engagement		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

SERVICES & MATERIALS REQUIRED																																																		
ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☒ Other (explain) outreach events		ADVERTISING & MARKETING MATERIALS ☐ Paid Advertising ☐ Print Materials ☐ Promotional Items ☒ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)																																																
ESTIMATED COSTS <table border="1"> <thead> <tr> <th>SERVICE</th> <th>SERVICE PROVIDER</th> <th>STOB</th> <th>COST ESTIMATE</th> </tr> </thead> <tbody> <tr> <td>Campaign</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Media Purchase</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Consultation / Research</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Website Development</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Social Media Development</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Audio / Video / Photography</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Production</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Distribution</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Other</td> <td>3 table top banner stands</td> <td></td> <td>\$ 300.00</td> </tr> <tr> <td colspan="3">GCPE / MINISTRY - Discretionary STOB 67</td> <td>TOTAL COST \$</td> </tr> <tr> <td colspan="3">MINISTRY - Statutory STOB 68</td> <td>\$ 300.00</td> </tr> </tbody> </table>		SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE	Campaign				Media Purchase				Consultation / Research				Website Development				Social Media Development				Audio / Video / Photography				Production				Distribution				Other	3 table top banner stands		\$ 300.00	GCPE / MINISTRY - Discretionary STOB 67			TOTAL COST \$	MINISTRY - Statutory STOB 68			\$ 300.00	GRAPHIC COMMUNICATION SERVICES ☐ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, poster, etc) ☐ Digital Publication (PDF, DVD, e-plub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☒ Signage ☐ Other (explain)
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE																																															
Campaign																																																		
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		PRODUCTION ☐ Online ☒ Print (STOB required)																																																
		DISTRIBUTION ☒ Ministry ☐ BC Mail Plus (STOB required)																																																
		OTHER draft signage provided																																																

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Susan Parhar	SIGNATURE 	DATE YYYY-MM-DD 2019-02-13
MINISTRY EXPENSE AUTHORITY NAME Chris Johnson	SIGNATURE 	DATE YYYY-MM-DD 2019-02-13
GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Rodney Porter	SIGNATURE 	DATE YYYY-MM-DD 2019-02-15
GCPE MARKETING & SUPPORT SERVICES NAME Kathryn LeSueur	SIGNATURE 	DATE YYYY-MM-DD 2019-02-19
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

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

MINISTRY Ministry of Environment and Climate Change	BRANCH BC Parks, West Coast Region	DATE YYYY-MM-DD 2019-02-28
PROJECT CONTACT NAME Christine Rikley	CONTACT TEL (778) 698-4263	CONTACT FAX
PROJECT TITLE Abandoned Boat Notice		
DESCRIPTION Federal statutory requirement to advertise intent to take possession of ab		START DATE 2019-03-06
THEME/MESSAGE		COMPLETION DATE 2019-03-06
AUDIENCE Public		SCORE ☒ Campaign ☒ Series ☒ Single
OBJECTIVE Fulfill statutory requirement in order to continue compliance action		REGION ☒ B.C. ☒ Canada ☒ Internat'l
		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☒ No

SERVICES & MATERIALS REQUIRED

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

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Saanich News	68	\$500.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 500.00

CONTENT ☐ New ☐ Update / Reprint ☐ Draft ☒ Final / Approved
PRODUCTION ☐ Online ☒ Print (STOB required)
DISTRIBUTION ☐ Ministry ☐ BG Mail Plus (STOB required)
OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Christine Rikley	SIGNATURE 	DATE YYYY-MM-DD 2019-02-28
MINISTRY EXPENSE AUTHORITY NAME Andy Macdonald	SIGNATURE 	DATE YYYY-MM-DD 2019-02-28

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Brian Cotton	SIGNATURE 	DATE YYYY-MM-DD 2019-03-01
GCPE MARKETING & SUPPORT SERVICES NAME KATHIE WILSON	SIGNATURE 	DATE YYYY-MM-DD 2019-03-05
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

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ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

A4001

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

MINISTRY FLNRO	BRANCH Forest Analysis & Inventory Branch	DATE YYYY-MM-DD 2019-03-04
PROJECT CONTACT NAME Tamara Brierley	CONTACT TEL. (778) 974-5477	CONTACT FAX (250) 953-3838
PROJECT TITLE Blanket APO for statutory ads		
START DATE 2019-04-01		
COMPLETION DATE 2020-03-31		
DESCRIPTION		
SCOPE ☒ Campaign ☐ Series ☐ Single		
REGION ☒ B.C. ☐ Canada ☐ International		
IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No		
OBJECTIVE Blanket APO for statutory ads		

SERVICES & MATERIALS REQUIRED

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

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		68	\$ 10,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			

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

TOTAL COST \$
\$ 10,000.00

CONTENT

☐ New ☐ Update / Reprint
☐ Draft ☐ Final / Approved

PRODUCTION

☐ Online ☐ Print (STOB required)

DISTRIBUTION

☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Albert Nussbaum	SIGNATURE 	DATE YYYY-MM-DD 2019/03/04
MINISTRY EXPENSE AUTHORITY NAME Albert Nussbaum	SIGNATURE 	DATE YYYY-MM-DD 2019/03/04

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Vivian Thomas	SIGNATURE 	DATE YYYY-MM-DD 2019/03/06
GCPE MARKETING & SUPPORT SERVICES NAME Kyla Kelch	SIGNATURE 	DATE YYYY-MM-DD 2019/03/26
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.
CPA-CEU-1819-010

Note: Form must be completed and approved before proceeding. A marketing plan 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 Advanced Education Skills and Training		BRANCH Client Engagement Unit	DATE 2019-03-05
PROJECT CONTACT NAME Kelly Baker		CONTACT TEL. (778) 698-1105	CONTACT FAX
PROJECT TITLE Future of Work handout			
DESCRIPTION mini guide - next steps in career planning		START DATE 2019-03-05	COMPLETION DATE 2019-03-31
THEME / MESSAGE learn which occupations will be in demand		SCOPE ☒ Campaign ☐ Series ☐ Single	
AUDIENCE students; parents/teachers		REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE explore options, learn about high demand jobs, resources available		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

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

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other	Queen's Printer	65	\$ 2,554.00
TOTAL COST \$			\$ 2,554.00
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			

MINISTRY APPROVALS		
PROGRAM/DIRECTOR NAME Susan Parhar	SIGNATURE <i>[Signature]</i>	DATE 2019-03-06
MINISTRY EXPENSE AUTHORITY NAME Chris Johnson	SIGNATURE <i>[Signature]</i>	DATE 2019-03-06

GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Rodney Porter	SIGNATURE <i>[Signature]</i>	DATE 2019-03-06
GCPE MARKETING & SUPPORT SERVICES NAME Kathryn Lesieur	SIGNATURE <i>[Signature]</i>	DATE 2019-03-07
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

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ASSIGNED

PRINT FORM CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

A4000

Note: For projects requiring and/or involving advertising, a marketing plan must be submitted with the project. The plan must be approved by the B.C. Government Communications, Marketing and Services Policy and Procedures Manual.

MINISTRY FLNRO	BRANCH Resource Practices	DATE 2019-03-21
PROJECT CONTACT NAME Tim Ebata		CONTACT TEL. (778) 974-5663
PROJECT TITLE Blanket APO for statutory ads		
DESCRIPTION		START DATE 2019-04-01
THEME / MESSAGE		COMPLETION DATE 2020-03-31
AUDIENCE		SCOPE ☒ Campaign ☒ Series ☐ Single
OBJECTIVE Blanket APO for statutory ads		REGION ☒ B.C. ☐ Canada ☐ Internat'l
		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☐ Strategic Planning
- ☐ Marketing Planning
- ☐ Media Planning / Media Purchasing
- ☐ Website Development / Hosting
- ☐ Social Media Development
- ☐ Audio / Video / Photography
- ☐ Translation Services
- ☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☐ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)
- ☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☒ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, poster, etc)
- ☐ Digital Publication (PDF, DVD, e-pub, etc)
- ☐ Display (static or digital)
- ☐ Information Graphics
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- ☐ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☐ Video / Motion Graphics
- ☐ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		68	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			

GCPE / MINISTRY - Discretionary STOB 67

MINISTRY - Statutory STOB 68

TOTAL COST \$
\$ 0.00

CONTENT

- ☐ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION

- ☐ Online ☐ Print (STOB required)

DISTRIBUTION

- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Julia MacDougall	SIGNATURE 	DATE 2019/03/21
MINISTRY EXPENSE AUTHORITY NAME Dave Cornwell	SIGNATURE 	DATE 2019/03/21

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Brett Louther	SIGNATURE 	DATE 2019-03-22
GCPE MARKETING & SUPPORT SERVICES NAME Kyla Kelch	SIGNATURE 	DATE 2019-03-26
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.
A4003

Note: Form must be completed and approved before proceeding. Advertising 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 Health	BRANCH BC Vital Statistics Agency	DATE 2019-03-26
PROJECT CONTACT NAME Cheryl Hinds		CONTACT TEL. (250) 419-8993
		CONTACT FAX (250) 952-9094
PROJECT TITLE Marriage Commissioner Ad - Fiscal Year 19/20		
DESCRIPTION		SCOPE ☒ Campaign ☐ Series ☐ Single
THEME / MESSAGE	AUDIENCE	REGION ☒ B.C. ☐ Canada ☐ International
OBJECTIVE		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

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

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$
			\$ 0.00

CONTENT ☐ New ☐ Update / Reprint ☐ Draft ☐ Final / Approved	
PRODUCTION ☐ Online ☐ Print (STOB required)	
DISTRIBUTION ☐ Ministry ☐ BC Mail Plus (STOB required)	
OTHER:	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Jack Shewchuk	SIGNATURE 	DATE 2019-03-27
MINISTRY EXPENSE AUTHORITY NAME Wanda Vincent	SIGNATURE 	DATE 2019-03-27

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Kristy Anderson	SIGNATURE 	DATE 2019-04-08
GCPE MARKETING & SUPPORT SERVICES NAME KATHRYN LESUEUR	SIGNATURE 	DATE 2019-04-08
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

APO: A4005
CPA NO. TRAN20Info

Note: Form must be completed and approved before proceeding. A marketing plan 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 Transportation and Infrastructure	BRANCH Corporate Writing Services (CWS)	DATE YYYY-MM-DD 2019-03-26
PROJECT CONTACT NAME Aaron Shepard	CONTACT TEL (778) 974-4976	CONTACT FAX (250) 356-7706
PROJECT		
TITLE Informational Advertising Campaigns	START DATE 2019-04-01	COMPLETION DATE 2020-03-31
DESCRIPTION Advertising of Capital Projects/Rehabilitation/Maintenance/Operations	SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE Public Awareness and Road User Safety	AUDIENCE Public and Stakeholders	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE Inform of TRAN projects/works scope/possible impacts	IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No	

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

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign	MOTI CWS / GCPE		
Media Purchase	MOTI CWS / GCPE		
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	MOTI CWS / GCPE		
Distribution	MOTI CWS / GCPE		
Other	Blanket Cost Fiscal 18/19		\$ 200,000.00
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 200,000.00
MINISTRY APPROVALS			
PROGRAM DIRECTOR NAME Sara Haskett	SIGNATURE 	DATE YYYY-MM-DD 2019-03-26	
MINISTRY EXPENSE AUTHORITY NAME Aaron Shepard	SIGNATURE 	DATE YYYY-MM-DD 2019-03-26	
GCPE APPROVALS			
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME David Crebo	SIGNATURE 	DATE YYYY-MM-DD 2019-03-26	
GCPE MARKETING & SUPPORT SERVICES NAME KATHY LESNEUR	SIGNATURE 	DATE YYYY-MM-DD 2019/03/27	
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD	

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PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

APO: A4004
CPA NO. TRAN20STAT

Note: Form must be completed and approved before proceeding. A marketing plan 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 Transportation and Infrastructure	BRANCH Corporate Writing Services (CWS)	DATE 2019-03-26
PROJECT CONTACT NAME Aaron Shepard		CONTACT TEL. (778) 974-4976
		CONTACT FAX (250) 356-7706
PROJECT		
TITLE Statutory Advertising Campaigns		START DATE 2019-04-01
		COMPLETION DATE 2020-03-31
DESCRIPTION Advertising required by statute / regulation / ministry policy		SCOPE ☒ Campaign ☐ Series ☐ Single
THEME / MESSAGE Public Awareness and Road User Safety	AUDIENCE Public and Stakeholders	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE Inform of TRAN projects/works scope/possible impacts		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No

SERVICES & MATERIALS REQUIRED

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

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign	MOTI CWS / GCPE		
Media Purchase	MOTI CWS / GCPE		
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	MOTI CWS / GCPE		
Distribution	MOTI CWS / GCPE		
Other	Blanket Cost Fiscal 18/19		\$ 100,000.00
TOTAL COST \$			\$ 100,000.00

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

CONTENT	
☐ New	☐ Update / Reprint
☐ Draft	☐ Final / Approved
PRODUCTION	
☐ Online	☐ Print (STOB required)
DISTRIBUTION	
☐ Ministry	☐ BC Mail Plus (STOB required)
OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Sara Haskett	SIGNATURE 	DATE 2019-03-26
MINISTRY EXPENSE AUTHORITY NAME Aaron Shepard	SIGNATURE 	DATE 2019-03-26

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME David Crebo	SIGNATURE 	DATE 2019-03-26
GCPE MARKETING & SUPPORT SERVICES NAME KATHRYN LESNEUR	SIGNATURE 	DATE 2019-03-27
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

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PRINT FORM

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COMMUNICATIONS PROJECT APPROVAL

CPA NO.

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

MINISTRY Finance	BRANCH	DATE YYYY-MM-DD 2019-04-01
PROJECT CONTACT NAME Adrienne Watt		CONTACT TEL (250) 886-0710
CONTACT FAX		
PROJECT		
TITLE Speculation and vacancy Tax		START DATE 2019-04-01
COMPLETION DATE 2019-05-15		
DESCRIPTION Information campaign targeted at home owners in the taxable regions		
SCOPE ☒ Campaign ☐ Series ☐ Single		
THEME / MESSAGE Register Today	AUDIENCE Home owners	REGION ☒ B.C. ☐ Canada ☐ Internal?
OBJECTIVE Get home owners in affected regions to register		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☒ Strategic Planning
- ☒ Marketing Planning
- ☒ Media Planning / Media Purchasing
- ☐ Website Development / Hosting
- ☐ Social Media Development
- ☐ Audio / Video / Photography
- ☐ Translation Services
- ☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☒ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)
- ☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☐ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, poster, etc)
- ☐ Digital Publication (PDF, DVD, e-pub, etc)
- ☐ Display (static or digital)
- ☐ Information Graphics
- ☐ Web Design and Online Graphics
- ☐ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☐ Video / Motion Graphics
- ☐ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign	Trapeze/Caplus		\$ 20,000.00
Media Purchase	Jungle/Vizeum		\$ 160,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
TOTAL COST \$			\$ 180,000.00

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

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME Dawn Ngo	SIGNATURE D. Ngo	DATE YYYY-MM-DD 2019-07-17

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Kirsten Youngs, Acting Director	SIGNATURE	DATE YYYY-MM-DD 2019-07-22
GCPE MARKETING & SUPPORT SERVICES NAME Kathryn LeSueur	SIGNATURE	DATE YYYY-MM-DD 2019-07-17
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

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ASSIGNED

PRINT FORM

CLEAR FORM

COMMUNICATIONS PROJECT APPROVAL

CPA NO:

Note: Form must be completed and approved before proceeding. A marketing plan 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 Agriculture	BRANCH Buy BC	DATE 2019-04-01
PROJECT CONTACT NAME Adrienne Watt		CONTACT TEL. (250) 886-0710
PROJECT		
TITLE Buy BC and EAT DRINK LOCAL Campaigns		COMPLETION DATE 2020-03-31
DESCRIPTION Media buy, campaign development, photo/ videoshoot and website devel		SCOPE ☒ Campaign ☒ Series ☐ Single
THEME / MESSAGE support local growers, producers and the econ	AUDIENCE Foodies/ Primary grocer	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE Increase awareness of the Buy BC brand and logo recognition at grocer		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☐ Strategic Planning
- ☐ Marketing Planning
- ☒ Media Planning / Media Purchasing
- ☒ Website Development / Hosting
- ☐ Social Media Development
- ☐ Audio / Video / Photography
- ☐ Translation Services
- ☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
- ☐ Print Materials
- ☒ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)
- ☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☐ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, poster, etc)
- ☐ Digital Publication (PDF, DVD, e-pub, etc)
- ☐ Display (static or digital)
- ☐ Information Graphics
- ☐ Web Design and Online Graphics
- ☐ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☐ Video / Motion Graphics
- ☐ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign	Trapeze	67	\$ 100,000.00
Media Purchase	Jungle/ Vizeum	67	\$ 630,000.00
Consultation / Research			
Website Development	Wolf and Crown	67	\$ 10,000.00
Social Media Development			
Audio / Video / Photography	Trapeze	67	\$ 60,000.00
Production			
Distribution			
Other			

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

TOTAL COST \$
\$ 800,000.00

CONTENT

- ☐ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION

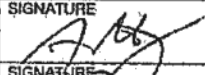
- ☐ Online ☐ Print (STOB required)

DISTRIBUTION

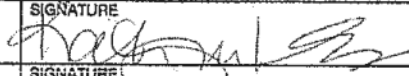
- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Andrea Hoerger (A/Director)	SIGNATURE 	DATE 2019-07-16
MINISTRY EXPENSE AUTHORITY NAME Brooke Hayes	SIGNATURE 	DATE 2019-07-17

GCPE APPROVALS

GCPE/MINISTRY COMMUNICATIONS DIRECTOR NAME 	SIGNATURE Chris Harbord	DATE 2019 07 17
GCPE MARKETING & SUPPORT SERVICES NAME KATHRYN LESUEUR	SIGNATURE 	DATE 2019-07-17
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

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ASSIGNED

PRINT FORM

CLEAR FORM

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 Finance		BRANCH GCPE	DATE YYYY-MM-DD 2019-04-01
PROJECT CONTACT NAME Kathryn LeSueur		CONTACT TEL. (778) 698-8674	CONTACT FAX
PROJECT			
TITLE CleanBC		START DATE 2019-04-01	COMPLETION DATE 2020-03-31
DESCRIPTION Information campaign about CleanBC. BC's plan to reduce GHG emissions		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE Our nature. Our power. Our future.	AUDIENCE BC	REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE To inform BC of CleanBC programs and services.		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☒ Strategic Planning
- ☒ Marketing Planning
- ☐ Media Planning / Media Purchasing
- ☒ Website Development / Hosting
- ☐ Social Media Development
- ☒ Audio / Video / Photography
- ☐ Translation Services
- ☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
- ☒ Print Materials
- ☐ Promotional Items
- ☒ Display (static or digital)
- ☒ Online Content & Advertising
- ☐ Other (explain)
- ☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☐ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, poster, etc)
- ☐ Digital Publication (PDF, DVD, e-pub, etc)
- ☐ Display (static or digital)
- ☐ Information Graphics
- ☐ Web Design and Online Graphics
- ☐ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☐ Video / Motion Graphics
- ☐ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign	Now / Captus	67	\$ 350,000.00
Media Purchase	Jungle / Vizeum	67	\$ 1,265,000.00
Consultation / Research	Stratcom / Now	67	\$ 184,500.00
Website Development	Wolf & Crown	67	\$ 145,000.00
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other	Various	67	\$ 200,500.00
GCPE / MINISTRY - Discretionary STOB 67		MINISTRY - Statutory STOB 68	TOTAL COST \$
			\$ 2,145,000.00

CONTENT	
☐ New	☐ Update / Reprint
☐ Draft	☐ Final / Approved
PRODUCTION	
☐ Online	☐ Print (STOB required)
DISTRIBUTION	
☐ Ministry	☐ BC Mail Plus (STOB required)
OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
GCPE MARKETING & SUPPORT SERVICES NAME Kathryn LeSueur	SIGNATURE	DATE YYYY-MM-DD 2019-07-17
GCPE EXPENSE AUTHORITY NAME Nammi Poorooshasb	SIGNATURE	DATE YYYY-MM-DD 2019/07/18

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ASSIGNED

PRINT FORM

CLEAR FORM

COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: This form is to be completed by the project manager and submitted to the Communications Project Approval Committee for review and approval.

MINISTRY Energy, Mines and Petroleum Resources	BRANCH Electricity and Alternative Energy Division	DATE 2019-04-01
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PROJECT CONTACT NAME Kyla Kelch	CONTACT TEL. (250) 896-6348	CONTACT FAX
---	---------------------------------------	-------------

PROJECT

TITLE CleanBC - Better Homes (Retrofit)	START DATE 2019-06-15	COMPLETION DATE 2020-03-31
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DESCRIPTION Information campaign to promote CleanBC Efficiency Rebates.	SCOPE ☒ Campaign ☐ Series ☐ Single
---	---

THEME / MESSAGE Save money and energy with CleanBC Efficiency	AUDIENCE BC	REGION ☒ B.C. ☐ Canada ☐ Internat'l
---	-----------------------	--

OBJECTIVE Increase participation in CleanBC Efficiency Rebate Program	IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No
---	---

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES ☒ Strategic Planning ☒ Marketing Planning ☒ Media Planning / Media Purchasing ☒ Website Development / Hosting ☒ Social Media Development ☒ Audio / Video / Photography ☒ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☒ Print Materials ☐ Promotional Items ☒ Display (static or digital) ☒ Online Content & Advertising ☐ Other (explain) Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☒ Graphic Design Services (advertising, etc) ☒ Print Publication (reports, poster, etc) ☒ Digital Publication (PDF, DVD, e-pub, etc) ☒ Display (static or digital) ☐ Information Graphics ☒ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☒ Video / Motion Graphics ☒ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)
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ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Jungle	67	\$ 350,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Now Communications	67	\$ 148,000.00
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 498,000.00

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Katherine Muncaster	SIGNATURE <i>Katherine Muncaster</i>	DATE 2019-07-22
MINISTRY EXPENSE AUTHORITY NAME Nat Gosman	SIGNATURE <i>Nat Gosman</i>	DATE 2019-07-22

GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Meghan McRae	SIGNATURE <i>Meghan McRae</i>	DATE 2019/07/18
GCPE MARKETING & SUPPORT SERVICES NAME Kathryn LeSueur	SIGNATURE <i>Kathryn LeSueur</i>	DATE 2019/07/18
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

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ASSIGNED

PRINT FORM

CLEAR FORM

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 Finance		BRANCH GCPE		DATE YYYY-MM-DD 2019-04-01	
PROJECT CONTACT NAME Kyla Kelch			CONTACT TEL. (250) 896-6348		CONTACT FAX
PROJECT					
TITLE Dynamic Social Media Promotion			START DATE 2019-04-01		COMPLETION DATE 2020-03-31
DESCRIPTION Promoting individual social media posts to help achieve various objectives			SCOPE ☒ Campaign ☐ Series ☐ Single		
THEME / MESSAGE Various - please see marketing brief		AUDIENCE BC		REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE Varies - please see marketing brief			IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No		

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☐ Strategic Planning
☐ Marketing Planning
☒ Media Planning / Media Purchasing
☒ Website Development / Hosting
☒ Social Media Development
☒ Audio / Video / Photography
☐ Translation Services
☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
☐ Print Materials
☐ Promotional Items
☒ Display (static or digital)
☒ Online Content & Advertising
☐ Other (explain)
☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☒ Graphic Design Services (advertising, etc)
☐ Print Publication (reports, poster, etc)
☐ Digital Publication (PDF, DVD, e-pub, etc)
☒ Display (static or digital)
☐ Information Graphics
☒ Web Design and Online Graphics
☐ Promotional Items
☐ Presentation (PowerPoint, PDF)
☒ Video / Motion Graphics
☒ Stock Photography
☐ Branding, New Mark Development
☐ Signage
☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Various - see brief	67	\$ 50,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			

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

TOTAL COST \$
\$ 50,000.00

CONTENT

- ☐ New ☐ Update / Reprint
☐ Draft ☐ Final / Approved

PRODUCTION

- ☒ Online ☐ Print (STOB required)

DISTRIBUTION

- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Karl Hardin	SIGNATURE	DATE YYYY-MM-DD 2019-07-17
GCPE MARKETING & SUPPORT SERVICES NAME Kathryn LeSueur	SIGNATURE	DATE YYYY-MM-DD 2019-07-17
GCPE EXPENSE AUTHORITY NAME Nammi Poorooshasp	SIGNATURE	DATE YYYY-MM-DD 2019/07/18

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



BRITISH
COLUMBIA

COMMUNICATIONS PROJECT APPROVAL

CPA NO.

A4008

Note: Form must be completed and approved before proceeding. All advertising projects must be submitted for project approval (STOB) and approved before proceeding. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY: **FLNRO** BRANCH: **BC Timber Sales Chinook Business Area** DATE: **2019-04-04**

PROJECT CONTACT NAME: **Amanda Ferraro** CONTACT TEL: **(604) 702-5788** CONTACT FAX: **(604) 702-5711**

PROJECT TITLE: **Statutory Ad; BCTS Chinook** START DATE: **2019-04-01** COMPLETION DATE: **2020-03-31**

DESCRIPTION: **Blanket APO for statutory ads** SCOPE: ☒ Campaign ☐ Series ☐ Single

THEME / MESSAGE: AUDIENCE: REGION: ☒ B.C. ☐ Canada ☐ International

OBJECTIVE: **Blanket APO for statutory ads** IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

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

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		68	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 57 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 0.00

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Stacey Gould, Timber Sales Manager	SIGNATURE <i>S. Gould</i>	DATE 2019/04/04
MINISTRY EXPENSE AUTHORITY NAME Judy Campbell, Business Manager	SIGNATURE <i>J. Campbell</i>	DATE 2019/04/04

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Brett Cowther	SIGNATURE <i>Brett Cowther</i>	DATE 2019-04-09
GCPE MARKETING & SUPPORT SERVICES NAME Adeline Watt	SIGNATURE <i>Adeline Watt</i>	DATE 2019-06-20
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCPE MARKETING & SUPPORT SERVICES: PO BOX 9408 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

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PRINT FORM CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.
A4008

Not for circulation outside the Ministry of Agriculture and Food. This form is for the use of the Government of British Columbia. It is not to be used for any other purpose.

MINISTRY Agriculture	BRANCH GCPL	DATE YYYY-MM-DD 2019-04-09
PROJECT CONTACT NAME Laura Munroe		CONTACT TEL (250) 208-3481
		CONTACT FAX (250) 953-3401
PROJECT TITLE B.C. Agrifoods Year in Review 2017		
DESCRIPTION Annual publication highlighting BC's agrifood sectors and exports		SCOPE ☒ Campaign ☒ Series ☐ Single
THEME / MESSAGE BC's 2017 farm and food & beverage processors	AUDIENCE domestic & international	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE High-level, user-friendly doc highlighting BC's agrifood sectors & exports		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

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

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution	Ministry		
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 0.00

CONTENT	☒ New ☐ Draft	☐ Update / Reprint ☐ Final / Approved
PRODUCTION	☒ Online	☐ Print (\$100 required)
DISTRIBUTION	☒ Ministry	☐ BC Mail Plus (STOB required)
OTHER		

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Carmen Matthews	SIGNATURE <i>Carmen Matthews</i>	DATE YYYY-MM-DD 2019-04-09
MINISTRY EXPENSE AUTHORITY NAME Carmen Matthews	SIGNATURE <i>Carmen Matthews</i>	DATE YYYY-MM-DD 2019-04-09

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Meghan McRae	SIGNATURE <i>Meghan McRae</i>	DATE YYYY-MM-DD 2019-04-09
GCPE MARKETING & SUPPORT SERVICES NAME KATHRYN LESNEUR	SIGNATURE <i>Kathryn Lesneur</i>	DATE YYYY-MM-DD 2019-04-11
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

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PRINT FORM	CLEAR FORM
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BRITISH
COLUMBIA

COMMUNICATIONS PROJECT APPROVAL

CPAND.

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

MINISTRY Forests, Lands, Natural Resource Operations		BRANCH Resource Management		DATE YYYY-MM-DD 2019-04-12	
PROJECT CONTACT NAME Debra Wytrykush			CONTACT TEL. (250) 398-4407		CONTACT FAX (250) 398-4836
PROJECT TITLE Blanket APO for statutory ads			START DATE		COMPLETION DATE 2020-03-31
DESCRIPTION			SCOPE ☒ Campaign ☐ Series ☐ Single		
THEME / MESSAGE		AUDIENCE		REGION ☒ B.C. ☐ Canada ☐ International	
OBJECTIVE Blanket APO for statutory ads			IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No		

SERVICES & MATERIALS REQUIRED

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

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		68	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 0.00

CONTENT ☐ New ☐ Update / Reprint ☐ Draft ☐ Final / Approved	
PRODUCTION ☐ Online ☐ Print (STOB required)	
DISTRIBUTION ☐ Ministry ☐ BC Mail Plus (STOB required)	
OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME M. WATERHOUSE	SIGNATURE M. Waterhouse	DATE YYYY-MM-DD 2019-04-12
MINISTRY EXPENSE AUTHORITY NAME A. ROBIN HOFFOS	SIGNATURE A. Robin Hoffos	DATE YYYY-MM-DD 2019 04 16

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Vivian Thomas	SIGNATURE V Thomas	DATE YYYY-MM-DD 2019-04-16
GCPE MARKETING & SUPPORT SERVICES NAME KATHRYN LESUELL	SIGNATURE K Lesuell	DATE YYYY-MM-DD 2019-04-16
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 6V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.
A4013

Note: This form must be completed and approved before proceeding with a project. It is not to be submitted first for projects over \$10,000. Attach sample of final product. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Forests, Lands, Natural Resource Operations	BRANCH Resource Management	DATE YYYY-MM-DD 2019-04-12
PROJECT CONTACT NAME Débra Wytrykush		CONTACT TEL. (250) 398-4407
		CONTACT FAX (250) 398-4836
PROJECT TITLE Blanket APO for statutory ads		
DESCRIPTION		SCOPE ☒ Campaign ☐ Series ☐ Single
THEME / MESSAGE	AUDIENCE	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE Blanket APO for statutory ads		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No

SERVICES & MATERIALS REQUIRED

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

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		68	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
TOTAL COSTS			\$ 0.00

CONTENT ☐ New ☐ Update / Reprint ☐ Draft ☐ Final / Approved	
PRODUCTION ☐ Online ☐ Print (STOB required)	
DISTRIBUTION ☐ Ministry ☐ BC Mail Plus (STOB required)	
OTHER	

GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 63

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME M. WATERHOUSE	SIGNATURE <i>M. Waterhouse</i>	DATE YYYY-MM-DD 2019-04-12
MINISTRY EXPENSE AUTHORITY NAME A. ROBIN HOFFES	SIGNATURE <i>A. Robin Hoffes</i>	DATE YYYY-MM-DD 2019 04 16

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Vivian Thomas	SIGNATURE <i>V Thomas</i>	DATE YYYY-MM-DD 2019-04-16
GCPE MARKETING & SUPPORT SERVICES NAME ADRIENNE WAT	SIGNATURE <i>AD</i>	DATE YYYY-MM-DD 2019-04-16
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

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ASSIGNED

PRINT FORM CLEAR FORM



BRITISH
COLUMBIA

COMMUNICATIONS PROJECT APPROVAL

CPA NO.

A4006

MINISTRY Ministry of Public Safety & Solicitor General		BRANCH Community Safety & Crime Prevention	DATE YYYY-MM-DD 2019-04-17
PROJECT CONTACT NAME Jessica Ward		CONTACT TEL. (778) 974-5108	CONTACT FAX (250) 356-1092
PROJECT			
TITLE		START DATE 2019-04-01	COMPLETION DATE 2020-03-31
DESCRIPTION Admin/ Civil Forfeiture Ads Blanket APO 2019/2020		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE		AUDIENCE	
OBJECTIVE		REGION ☒ B.C. ☐ Canada ☐ Internat'l	
		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☐ Strategic Planning
- ☐ Marketing Planning
- ☐ Media Planning / Media Purchasing
- ☐ Website Development / Hosting
- ☐ Social Media Development
- ☐ Audio / Video / Photography
- ☐ Translation Services
- ☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☐ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)
- ☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☐ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, poster, etc)
- ☐ Digital Publication (PDF, DVD, e-pub, etc)
- ☐ Display (static or digital)
- ☐ Information Graphics
- ☐ Web Design and Online Graphics
- ☐ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☐ Video / Motion Graphics
- ☐ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign		68	
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67		MINISTRY - Statutory STOB 68	TOTAL COST \$ \$ 0.00

CONTENT

- ☐ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION

- ☐ Online ☐ Print (STOB required)

DISTRIBUTION

- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Jerald Larson	SIGNATURE	DATE YYYY-MM-DD 2019-04-30
MINISTRY EXPENSE AUTHORITY NAME Jessica Ward	SIGNATURE	DATE YYYY-MM-DD 2019-04-30

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME CAROLINE MCANDREW	SIGNATURE	DATE YYYY-MM-DD 2019-04-17
GCPE MARKETING & SUPPORT SERVICES NAME KATHRYN LESUEUR	SIGNATURE	DATE YYYY-MM-DD 2019-04-24
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

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PRINT FORM

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COMMUNICATIONS PROJECT APPROVAL

CPANO.

A4614

Note: Form must be completed and approved before processing. Advertising budget must be submitted first for projects over \$10,000. Attach signed and applicable "Process Order to the B.C. Government Communications Materials and Services Policy and Process" as applicable.

MINISTRY **FLNRO** BRANCH **BCTS Okanagan Columbia Business Area** DATE **2019-04-25**

PROJECT CONTACT NAME **Tony Zanotto** CONTACT TEL **(250) 558-1793** CONTACT FAX

PROJECT

TITLE **Blanket APO for statutory ads** START DATE COMPLETION DATE **2020-03-31**

DESCRIPTION SCGPE
☐ Campaign ☐ Series ☐ Single

THEME / MESSAGE AUDIENCE REGION
☒ B.C. ☐ Canada ☐ Internal

OBJECTIVE **Blanket APO for statutory ads** IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN?
☐ Yes ☐ No

SERVICES & MATERIALS REQUIRED

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

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		68	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 0.00

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME **Colin Johnston TSM** SIGNATURE *[Signature]* DATE **April 26, 2019**

MINISTRY EXPENSE AUTHORITY NAME **Tony Zanotto** SIGNATURE *[Signature]* DATE **April 26, 2019**

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME **Brett Lowther** SIGNATURE *[Signature]* DATE **2019-04-29**

GCPE MARKETING & SUPPORT **Shirley Wall** SIGNATURE *[Signature]* DATE **2019-04-29**

GCPE EXPENSE AUTHORITY NAME SIGNATURE DATE

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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 Finance		BRANCH GCPE		DATE YYYY-MM-DD 2019-05-01	
PROJECT CONTACT NAME Kyla Kelch			CONTACT TEL. (250) 886-0710		CONTACT FAX
PROJECT					
TITLE Wildfire Prevention			START DATE 2019-05-13		COMPLETION DATE 2019-09-03
DESCRIPTION Wildfire Prevention awareness including dev. of new creative assets			SCOPE ☒ Campaign ☐ Series ☐ Single		
THEME / MESSAGE Be responsible with campfires and cigarettes		AUDIENCE BC	REGION ☒ B.C. ☐ Canada ☐ Internat'l		
OBJECTIVE Increase awareness or wildfire prevention and campfire bans			IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No		

SERVICES & MATERIALS REQUIRED

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

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign	Camp Pacific / Captus	67	\$ 100,000.00
Media Purchase	Vizeum / Jungle	67	\$ 1,150,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			

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

TOTAL COST \$
\$ 1,250,000.00

CONTENT ☐ New ☐ Update / Reprint ☐ Draft ☐ Final / Approved	
PRODUCTION ☐ Online ☐ Print (STOB required)	
DISTRIBUTION ☐ Ministry ☐ BC Mail Plus (STOB required)	
OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Vivian Thomas	SIGNATURE <i>V Thomas</i>	DATE YYYY-MM-DD June 3, 2019
GCPE MARKETING & SUPPORT SERVICES NAME Kathryn LeSueur	SIGNATURE <i>K LeSueur</i>	DATE YYYY-MM-DD JUNE 20, 2019
GCPE EXPENSE AUTHORITY NAME Nammi Poorooshasb	SIGNATURE <i>N Poorooshasb</i>	DATE YYYY-MM-DD June 18/19

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CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

OPA NO.

Note: Form must be completed and approved before proceeding. A marketing plan 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 Labour		BRANCH Employers' Advisers Office (EAO)	DATE 2019-05-01
PROJECT CONTACT NAME Kim Fournier		CONTACT TEL. (250) 717-2053	CONTACT FAX (855) 664-7993
PROJECT TITLE Employers' Advisers Office (EAO) Ads			
DESCRIPTION Advertising to promote EAO and services available to employers		START DATE 2019-04-01	COMPLETION DATE 2020-03-31
THEME / MESSAGE workers' compensation	AUDIENCE BC employers	SCOPE ☒ Campaign ☒ Series ☐ Single	
OBJECTIVE to expand client base by marketing and promoting services		REGION ☒ B.C. ☐ Canada ☐ Internat'l	
		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☐ Strategic Planning
- ☒ Marketing Planning
- ☐ Media Planning / Media Purchasing
- ☐ Website Development / Hosting
- ☐ Social Media Development
- ☐ Audio / Video / Photography
- ☐ Translation Services
- ☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)
- ☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☒ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, poster, etc)
- ☐ Digital Publication (PDF, DVD, e-pub, etc)
- ☐ Display (static or digital)
- ☐ Information Graphics
- ☐ Web Design and Online Graphics
- ☐ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☐ Video / Motion Graphics
- ☐ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign	Vizaum	67	\$ 10,000.00
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67		MINISTRY - Statutory STOB 68	TOTAL COST \$ \$ 10,000.00

CONTENT

- ☐ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION

- ☐ Online ☐ Print (STOB required)

DISTRIBUTION

- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Dave Haralds	SIGNATURE 	DATE 2019/06/19
MINISTRY EXPENSE AUTHORITY NAME Dave Haralds	SIGNATURE 	DATE 2019/06/19

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Melody Wey	SIGNATURE 	DATE 2019-06-19
GCPE MARKETING & SUPPORT SERVICES NAME KATHRYN LESNEUR	SIGNATURE 	DATE 2019-06-20
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

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ASSIGNED

PRINT FORM

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COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A marketing plan 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 Education		BRANCH Learning Division		DATE YYYY-MM-DD 2019-05-02
PROJECT CONTACT NAME Kyla Kelch			CONTACT TEL. (250) 896-6348	CONTACT FAX
PROJECT				
TITLE ERASE (Expect Respect and a Safe Education)			START DATE 2019-08-31	COMPLETION DATE 2020-03-31
DESCRIPTION Strategy focused on bullying and violence prevention in schools, mental			SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE ERASE (bullying, stigma, discrimination, silence)		AUDIENCE Students/Parents/Educa	REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE Raise awareness about ERASE and the resources and support available			IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☐ Strategic Planning
- ☒ Marketing Planning
- ☐ Media Planning / Media Purchasing
- ☐ Website Development / Hosting
- ☐ Social Media Development
- ☐ Audio / Video / Photography
- ☐ Translation Services
- ☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
- ☒ Print Materials
- ☐ Promotional Items
- ☒ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)
- ☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☐ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, poster, etc)
- ☐ Digital Publication (PDF, DVD, e-pub, etc)
- ☐ Display (static or digital)
- ☐ Information Graphics
- ☐ Web Design and Online Graphics
- ☐ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☐ Video / Motion Graphics
- ☐ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Jungle/Vizeum	67	\$ 290,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Suburbia	67	\$ 175,000.00
Distribution			
Other	BC Lions	67	\$ 100,000.00
GCPE / MINISTRY - Discretionary STOB 67		MINISTRY - Statutory STOB 68	TOTAL COST \$
			\$ 565,000.00

CONTENT

- ☐ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION

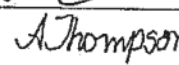
- ☐ Online ☐ Print (STOB required)

DISTRIBUTION

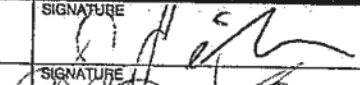
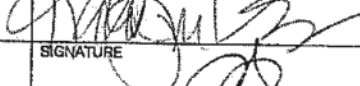
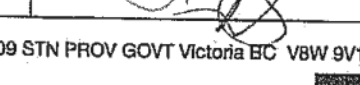
- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Scott Beddall	SIGNATURE 	DATE YYYY-MM-DD 2019-07-15
MINISTRY EXPENSE AUTHORITY NAME Amanda Thompson obo Tamara McLeod	SIGNATURE 	DATE YYYY-MM-DD 2019-07-16

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Corinna Filion	SIGNATURE 	DATE YYYY-MM-DD 2019/07/16
GCPE MARKETING & SUPPORT SERVICES NAME Kathryn LeSueur	SIGNATURE 	DATE YYYY-MM-DD 2019/07/16
GCPE EXPENSE AUTHORITY NAME NAMMI POOROOSSHAS	SIGNATURE 	DATE YYYY-MM-DD 2019/07/17

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

OPA NO.
A4025

Note: Form must be completed and approved before proceeding. All marketing materials must be submitted for prior approval if the project cost is \$10,000 or more. Attach a copy of the project budget to the form. Please refer to the A.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY **FLNRORD** BRANCH **BC Timber Sales - Babine Business Area** DATE **YYYY-MM-DD** **2019-05-02**

PROJECT CONTACT NAME **Glenn McIntosh** CONTACT TEL. **(250) 847-6335** CONTACT FAX:

PROJECT TITLE **Blanket APO for statutory ads** START DATE **2019-05-02** COMPLETION DATE **2020-03-31**

DESCRIPTION SCOPE **C Campaign** ☒ **S Series** ☐ **Single**

THEME / MESSAGE AUDIENCE REGION **C B.C.** ☐ **C Canada** ☒ **International**

OBJECTIVE **Blanket APO for statutory ads** IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ **Yes** ☐ **No**

SERVICES & MATERIALS REQUIRED

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

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign		68	
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCP/ MINISTRY - Discretionary STOB 07 MINISTRY - Statutory STOB 69			TOTAL COST \$
			\$ 0.00

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Debbie Jamieson-Stewart	SIGNATURE <i>[Signature]</i>	DATE 2019-05-09
MINISTRY EXPENSE AUTHORITY NAME JACKIE LYLE	SIGNATURE <i>[Signature]</i>	DATE 2019-05-03

GCP APPROVALS

GCP/ MINISTRY COMMUNICATIONS DIRECTOR NAME Brett Lawther	SIGNATURE <i>[Signature]</i>	DATE 2019-05-13
GCP/ MARKETING & SUPPORT SERVICES NAME Adrian Watt	SIGNATURE <i>[Signature]</i>	DATE 2019-05-15
GCP/ EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCP/ MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250.387-3957 Fax: 250.887-1435

ASSIGNED PRINT FORM CLEAR FORM



BRITISH
COLUMBIA

COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before processing. 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 Mental Health and Addictions		BRANCH Partnerships and Engagement	DATE 2019-05-08
PROJECT CONTACT NAME Regan Hansen		CONTACT TEL. 250-952-2781	CONTACT FAX
PROJECT TITLE Anti-stigma overdose awareness and engagement			
DESCRIPTION Media buy, partnerships & outreach, planning, production and research.		START DATE TBD	COMPLETION DATE 2020-03-31
THEME / MESSAGE Stop Overdose: People who use drugs are real	AUDIENCE BC adults	SCOPE ☒ Campaign ☐ Series ☐ Single	
OBJECTIVE Combat stigma and support overdose emergency response		REGION ☒ B.C. ☐ Canada ☐ Internat'l	
		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☒ Strategic Planning
- ☒ Marketing Planning
- ☒ Media Planning / Media Purchasing
- ☒ Website Development / Hosting
- ☒ Social Media Development
- ☒ Audio / Video / Photography
- ☒ Translation Services
- ☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
- ☒ Print Materials
- ☒ Promotional Items
- ☒ Display (static or digital)
- ☒ Online Content & Advertising
- ☐ Other (explain)
- ☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☐ Graphic Design Services (advertising, etc)
- ☒ Print Publication (reports, poster, etc)
- ☒ Digital Publication (PDF, DVD, e-pub, etc)
- ☐ Display (static or digital)
- ☐ Information Graphics
- ☐ Web Design and Online Graphics
- ☒ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☒ Video / Motion Graphics
- ☒ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign	Traction/Captus (planning/dev)	67	\$180,000.00
Media Purchase	Vizeum/Jungle	67	\$1,820,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other	OD resp. outreach (plan/dev)	60/165/63	\$370,000
TOTAL COST \$			\$ 2,370,000.00

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

CONTENT

- ☒ New ☒ Update / Reprint
- ☒ Draft ☐ Final / Approved

PRODUCTION

- ☒ Online ☒ Print (STOB required)

DISTRIBUTION

- ☒ Ministry ☒ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Regan Hansen	SIGNATURE 	DATE 2019/07/17
MINISTRY EXPENSE AUTHORITY NAME Ross Hayward	SIGNATURE 	DATE 2019/07/17

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Eric Berndt	SIGNATURE 	DATE 2019/07/17
GCPE MARKETING & SUPPORT SERVICES NAME Kathryn LeSueur	SIGNATURE 	DATE 2019/07/17
GCPE EXPENSE AUTHORITY NAME Namini Poorooshasb	SIGNATURE 	DATE 2019/07/17

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.
A4031

Note: Form must be completed and approved before proceeding. A marketing plan must be submitted 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 FLNRO	BRANCH Prince George BCTS - Mackenzie Field Team	DATE YYYY-MM-DD 2019-05-08
PROJECT CONTACT NAME Kyle Wang		CONTACT TEL. (250) 997-2208
CONTACT FAX (250) 997-2236		
PROJECT TITLE Blanket APO for statutory ads		
DESCRIPTION		START DATE 2020-03-31
SCOPE ☒ Campaign ☐ Series ☐ Single		
THEME / MESSAGE	AUDIENCE	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE Blanket APO for statutory ads		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

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

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		68	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 0.00

CONTENT ☐ New ☐ Update / Reprint ☐ Draft ☐ Final / Approved
PRODUCTION ☐ Online ☐ Print (STOB required)
DISTRIBUTION ☐ Ministry ☐ BC Mail Plus (STOB required)
OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Raymond Jacob	SIGNATURE <i>Raymond Jacob</i>	DATE YYYY-MM-DD 2019-05-13
MINISTRY EXPENSE AUTHORITY NAME Louise Hanson	SIGNATURE Louise Hanson Digitally signed by Louise Hanson Date: 2019.05.15 15:27:37 -0700	DATE YYYY-MM-DD 2019-05-15

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Brett Lowther	SIGNATURE <i>Brett Lowther</i>	DATE YYYY-MM-DD 2019-05-15
GCPE MARKETING & SUPPORT SERVICES NAME Adrienne Warr	SIGNATURE <i>Adrienne Warr</i>	DATE YYYY-MM-DD 2019-06-20
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

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PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.
CPA-CEU-1920-001

Note: Form must be completed and approved before processing. A minimum budget of \$10,000 is required for projects over \$10,000. Attach sample application. Please refer to the B.C. Government Communications Materials and Services Policy and Financial Manual.

MINISTRY
Advanced Education, Skills and Training

BRANCH
WIST

DATE
2019-05-14

PROJECT CONTACT NAME
Kelly Baker

CONTACT TEL.
(778) 698-1105

CONTACT FAX

PROJECT
TITLE
Promotional Items for Brand Awareness

START DATE
2019-05-21

COMPLETION DATE
2019-06-28

DESCRIPTION
branded popsocket for cell phone (5000 pieces)

SCOPE
☐ Campaign ☐ Series ☒ Single

THEME / MESSAGE
WorkBC.ca printed on item

AUDIENCE
ALL attendees at events

REGION
☒ B.C. ☐ Canada ☐ Internat'l

OBJECTIVE
WorkBC.ca awareness

IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN?
☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- Strategic Planning
- Marketing Planning
- Media Planning / Media Purchasing
- Website Development / Hosting
- Social Media Development
- Audio / Video / Photography
- Translation Services
- Other (explain)

ADVERTISING & MARKETING MATERIALS

- Paid Advertising
- Print Materials
- ☒ Promotional Items
- Display (static or digital)
- Online Content & Advertising
- Other (explain)

Public Service Announcement
(no funding required)

GRAPHIC COMMUNICATION SERVICES

- Graphic Design Services (advertising, etc)
- Print Publication (reports, poster, etc)
- Digital Publication (PDF, DVD, e-pub, etc)
- Display (static or digital)
- Information Graphics
- Web Design and Online Graphics
- ☒ Promotional Items
- Presentation (PowerPoint, PDF)
- Video / Motion Graphics
- Stock Photography
- Branding, New Mark Development
- Signage
- Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other	Queen Printer	65	\$ 7,700.00
TOTAL COST \$			\$ 7,700.00
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			

CONTENT	
New	Update / Reprint
Draft	Final / Approved
PRODUCTION	
Online	Print (STOB required)
DISTRIBUTION	
Ministry	BC Mail Plus (STOB required)
OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME
Susan Parhar

SIGNATURE

DATE
2019-05-17

MINISTRY EXPENSE AUTHORITY NAME
Chris Johnson

SIGNATURE

DATE
2019-05-17

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME
Rodney Porter

SIGNATURE

DATE
2019/05/17

GCPE MARKETING & SUPPORT SERVICES NAME
Kathryn LeSueur

SIGNATURE

DATE
2019/05/21

GCPE EXPENSE AUTHORITY NAME

SIGNATURE

DATE

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM

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 Finance		BRANCH GCPE	DATE YYYY-MM-DD 2019-05-29
PROJECT CONTACT NAME Adrienne Watt		CONTACT TEL. (250) 886-0710	CONTACT FAX
PROJECT			
TITLE Renter's Rights Campaign		START DATE 2019-06-03	COMPLETION DATE 2019-07-01
DESCRIPTION Communicate legislative, policy and program changes for renters		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE provide better support and protection for renters	AUDIENCE Renters	REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE Educate renters about changes.		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

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

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign	Point Blank	67	\$ 250,000.00
Media Purchase	Vizeum and Jungle	67	\$ 575,000.00
Consultation / Research			
Website Development	Wolf & Crown	67	\$ 25,000.00
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 69		TOTAL COST \$ \$ 850,000.00	

CONTENT	
☐ New	☐ Update / Reprint
☐ Draft	☐ Final / Approved
PRODUCTION	
☐ Online	☐ Print (STOB required)
DISTRIBUTION	
☐ Ministry	☐ BC Mail Plus (STOB required)
OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Lisa Leslie	SIGNATURE <i>[Signature]</i>	DATE YYYY-MM-DD 2019-07-16
GCPE MARKETING & SUPPORT SERVICES NAME Kathryn LeSueur	SIGNATURE <i>[Signature]</i>	DATE YYYY-MM-DD 2019-07-16
GCPE EXPENSE AUTHORITY NAME Nammi Poorooshasb	SIGNATURE <i>[Signature]</i>	DATE YYYY-MM-DD July 17/19

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250-387-3957 Fax: 250-387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted with this form, project cost: \$10,000. After approval, applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY **Attorney General** BRANCH **Justice Services Branch** DATE **YYYY-MM-DD**
2019-05-30

PROJECT CONTACT NAME **Zac Kremler, Senior Director** CONTACT TEL. **(250) 507-4464** CONTACT FAX:

PROJECT

TITLE **Civil Resolution Tribunal Advertising** START DATE **2019-06-10** COMPLETION DATE **2019-06-23**

DESCRIPTION **A public information campaign to explain how CRT mandate has expanded** SCOPE ☒ Campaign ☐ Series ☐ Single

THEME / MESSAGE **The CRT can resolve MVA disputes valued at \$ People injured in MVAs** AUDIENCE **People injured in MVAs** REGION ☒ B.C. ☐ Canada ☐ Internat'l

OBJECTIVE **Tell people they need to use CRT to resolve certain disputed MVA claims** IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

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

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			\$ 195,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			\$ 5,000.00
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67		MINISTRY - Statutory STOB 68	TOTAL COST \$
			\$ 200,000.00

CONTENT
☒ New ☐ Update / Reprint
☐ Draft ☒ Final / Approved
PRODUCTION
☐ Online ☐ Print (STOB required)
DISTRIBUTION
☐ Ministry ☐ BC Mail Plus (STOB required)
OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME **Zac Kremler, Senior Director, Justice Services Br.** SIGNATURE *Zac Kremler* DATE **YYYY-MM-DD**
2019-07-15

MINISTRY EXPENSE AUTHORITY NAME **Carmen Zabarauckas** SIGNATURE *Carmen Zabarauckas* DATE **YYYY-MM-DD**
2019-07-15

GCPE APPROVALS

GCPE/MINISTRY COMMUNICATIONS DIRECTOR NAME **Rob Duffus, A/Director, AG-GCPE Communications** SIGNATURE *Rob Duffus* DATE **YYYY-MM-DD**
2019-07-15

GCPE MARKETING & SUPPORT SERVICES NAME **Kathryn LeSueur** SIGNATURE *Kathryn LeSueur* DATE **YYYY-MM-DD**
2019-07-16

GCPE MARKETING & SUPPORT SERVICES NAME **Kathryn LeSueur** SIGNATURE *Kathryn LeSueur* DATE **YYYY-MM-DD**
2019-07-16

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED:

PRINT FORM

CLEAR FORM

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 Labour		BRANCH	DATE 2019-06-15
PROJECT CONTACT NAME Kyla Kelch		CONTACT TEL. (250) 896-6348	CONTACT FAX
PROJECT			
TITLE Workers' Compensation Engagement		START DATE 2019-06-15	COMPLETION DATE 2019-07-30
DESCRIPTION Provide your feedback online or attend a public hearing		SCOPE ☒ Campaign ☒ Series ☐ Single	
THEME / MESSAGE Let's work together to improve workers' comp	AUDIENCE B.C.	REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE To increase awareness and participation in the engagement		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

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

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Vizeum	67	\$ 10,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67		MINISTRY - Statutory STOB 68	TOTAL COST \$ \$ 10,000.00

CONTENT ☐ New ☐ Update / Reprint ☐ Draft ☐ Final / Approved	
PRODUCTION ☐ Online ☐ Print (STOB required)	
DISTRIBUTION ☐ Ministry ☐ BC Mail Plus (STOB required)	
OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE
MINISTRY EXPENSE AUTHORITY NAME Trevor Hughes	SIGNATURE Hughes	DATE 2019/06/24

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Melody Wey	SIGNATURE Melody Wey	DATE 2019-06-21
GCPE MARKETING & SUPPORT SERVICES NAME L. Usueur	SIGNATURE L. Usueur	DATE 2019-07-15
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



BRITISH
COLUMBIA

COMMUNICATIONS PROJECT APPROVAL

CPANO.

Note: Form must be completed and approved before proceeding. All advertising materials must be submitted for approval over \$10,000. Attach sample of materials. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY
MINISTRY OF CHILDREN AND FAMILY DEV. BRANCH
COAST NORTH SHORE DATE
YYYY-MM-DD
2019-07-09

PROJECT CONTACT NAME
INGRID GRIMM/EMILY GREIG CONTACT TEL.
(604) 981-0036 CONTACT FAX
(604) 981-0005

PROJECT
TITLE
LEGAL ADVERTISING START DATE
s.22 COMPLETION DATE

DESCRIPTION
SCOPE
☐ Campaign ☐ Series ☐ Single

THEME / MESSAGE
AUDIENCE
REGION
☐ B.C. ☐ Canada ☐ Internat'l

OBJECTIVE
IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN?
☐ Yes ☐ No

ADVERTISING & MARKETING SERVICES
☐ Strategic Planning
☐ Marketing Planning
☐ Media Planning / Media Purchasing
☐ Website Development / Hosting
☐ Social Media Development
☐ Audio / Video / Photography
☐ Translation Services
☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
☐ Print Materials
☐ Promotional Items
☐ Display (static or digital)
☐ Online Content & Advertising
☐ Other (explain)

☐ Public Service Announcement
(no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☐ Graphic Design Services (advertising, etc)
☐ Print Publication (reports, poster, etc)
☐ Digital Publication (PDF, DVD, e-pub, etc)
☐ Display (static or digital)
☐ Information Graphics
☐ Web Design and Online Graphics
☐ Promotional Items
☐ Presentation (PowerPoint, PDF)
☐ Video / Motion Graphics
☐ Stock Photography
☐ Branding, New Mark Development
☐ Signage
☐ Other (explain)

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			

GCPE / MINISTRY - Discretionary STOB 07 MINISTRY - Statutory STOB 08
TOTAL COST \$ 0.00

CONTENT
☒ New ☐ Update / Reprint
☐ Draft ☐ Final / Approved

PRODUCTION
☒ Online ☐ Print (STOB required)

DISTRIBUTION
☒ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVAL

PROGRAM DIRECTOR NAME
INGRID GRIMM SIGNATURE
Ingrid Grimm DATE
YYYY-MM-DD
2019-07-09

MINISTRY EXPENSE AUTHORITY NAME
MICHELLE WILLIAMS SIGNATURE
Michelle Williams DATE
YYYY-MM-DD
2019-07-09

GCPE APPROVAL

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME
SHAWN LARABEE SIGNATURE
Shawn Larabee DATE
YYYY-MM-DD
2019-07-09

GCPE MARKETING & SUPPORT SERVICES NAME
ADRIANNE INATTA SIGNATURE
Adrienne Inatta DATE
YYYY-MM-DD
2019-07-11

GCPE EXPENSE AUTHORITY NAME
SIGNATURE
DATE
YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM