



Government Communications and Public Engagement  
Work Order Request  
(Draw Down Form)

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This workorder is subject to the terms and conditions of Standing Offer # SO-GCPE018-011

Ministry, Originating Office and Contact:  
Government Communications and Public Engagement (GCPE)  
Robb Gibbs, AD - Strategic Communications

Supplier Name, Address and Contact:  
NOW Communications Group Inc.  
#440 - 355 Burrard Street, Vancouver, BC V6C 2G8  
Michele Della Mattia, VP Operations

TERM: April - September 2019 (Additional services)

Campaign Name: Better Homes Energy Rebates (Efficiency BC)

Deliverables: In a continuation of the Better Homes campaign, The NOW Group will work with the BC Government to draft, edit and finalize copy for digital ads. This includes options for A/B testing creative copy as well as the production of HTML5 and static ads based on the sizes provide by client in their final media plan.

FEES (per standing offer hourly rates)	Hours	Hourly Rate	Estimated Cost
<b>CLIENT SERVICES</b>			
Account Services (primary day-to-day contact)	5	\$ 150.00	\$ 750.00
Account Services (alternate to Account Manager)		\$ 125.00	\$ -
Agency Head		\$ 250.00	\$ -
Jr./Account Personnel	3	\$ 95.00	\$ 285.00
<b>CREATIVE SERVICES</b>			
Research/Strategic Planning Services		\$ 250.00	\$ -
Creative Director	8	\$ 250.00	\$ 1,500.00
Art/Creative Direction		\$ 180.00	\$ -
Sr. Copy Writing Services	5	\$ 190.00	\$ 950.00
Jr. Copy Writing Services		\$ 125.00	\$ -
Broadcast Development		\$ 125.00	\$ -
Concept Development		\$ 190.00	\$ -
Digital Design Services	10	\$ 125.00	\$ 1,250.00
<b>AGENCY HARD COSTS (total only, attach estimate)</b>			
<b>Sub-Contracted Services (total only, attach estimate)</b>			
Wolf and Crown (HTML 5 production - per unit cost)	15	\$ 500.00	\$ 7,500.00
Z Designs			\$ 750.00
			\$ -
			\$ -
			\$ -
Sub-total			\$12,985.00
PST If Applicable			\$0.00
Total			\$12,985.00

To be completed by SUPPLIER

*M. Della Mattia*

Authorized Signatory Approval

Michele Della Mattia  
Print Name

May 10/19  
Date

To be completed by GCPE

Work Order # W2113

*Kathryn LeSueur*

GCPE Approval

Kathryn LeSueur  
Print Name

May 14/2019  
Date

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

*Nat Gosman*

Expense Authority Approval

Nat Gosman  
Print Name

May 14/2019  
Date



Government Communications and Public Engagement  
Work Order Request  
(Draw Down Form)



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**Ministry, Originating Office and Contact:**

Government Communications and Public Engagement (GCPE)  
Nammi Poorooshasb, AD - Strategic Communications

**Supplier Name, Address and Contact:**

NOW Communications Group Inc.  
#440 - 355 Burrard Street, Vancouver, BC V6C 2G8  
Michele Della Mattia, VP Operations

**TERM:** June 1 - June 30, 2019

**Campaign Name: Better Homes (CleanBC)**

**Deliverables:** The NOW Group will work with the BC Government to provide collateral materials to be used with the municipal partners for the Better Homes campaign in order to promote their rebate top-ups. This includes an 11 x 17 poster, a quarter page community newspaper ad template, social media graphic and the guidelines for using each. Original build files will be provided to client for any editing required.

FEES (per standing offer hourly rates)	Hours	Hourly Rate	Estimated Cost
<b>CLIENT SERVICES</b>			\$ -
Account Services (primary day-to-day contact)	2	\$ 150.00	\$ 300.00
Account Services (alternate to Account Manager)		\$ 125.00	\$ -
<b>CREATIVE SERVICES</b>			
Concept Development	2	\$ 190.00	\$ 380.00
Digital Design Services	5	\$ 125.00	\$ 625.00
<b>AGENCY HARD COSTS (total only, attach estimate)</b>			
<b>Sub-Contracted Services (total only, attach estimate)</b>			
Z Design			\$ 1,200.00
<b>Sub-total:</b>			<b>\$2,505.00</b>
<b>PST if Applicable</b>			<b>\$0.00</b>
<b>Total:</b>			<b>\$2,505.00</b>

To be completed by SUPPLIER

M. Della Mattia

Michele Della Mattia

June 5, 2019

Authorized Signatory Approval

Print Name

Date

To be completed by GCPE

Work Order #

W2124

GCPE Approval

KATHRYN LESUEUR

JUNE 20/2019

Print Name

Date

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

Nat Gosman

Nat Gosman

June 21, 2019

Expense Authority Approval

Print Name

Date



Government Communications and Public Engagement  
Work Order Request  
(Draw Down Form)

This work order is subject to the terms and conditions of Standing Offer #SO-GCPE18-005

**Ministry, Originating Office and Contact:**

Ministry of Finance, Government Communications & Public Engagement  
Kathryn LeSueur, Director of Marketing and Advertising

**Supplier Name, Address and Contact:**

Strategic Communications (Stratcom)  
1770 West 7th Ave, Suite 305  
Vancouver, British Columbia  
V6J 4Y6  
Stephanie Lynn, Director, Research and Engagement  
stephanie.lynn@stratcom.ca  
604.681.3030 x 29  
1.888.203.5707 x 29


**TERM: April 29 - July 15, 2019**

**Campaign Name: Forest Fires and Floods 2019 Focus Groups**

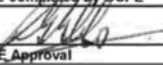
Deliverables: Eight focus groups total: Six (6) in-person focus groups over four (4) evenings, and two (2) online focus groups in one (1) evening to explore public sentiment around forest fires and floods in the following regions: Nanaimo (Fires), Kamloops (Fires), Terrace (Fires). The online groups will be for Grand Forks & Kootenays (floods.) These eight (8) focus groups, 120 minutes in length will take place between May 13-June 28, 2019.

FEES (per standing offer hourly rates)	Hours	Hourly Rate	Estimated Cost
<b>Client Services:</b>			
Account Services Primary	24.00	\$ 185.00	\$ 4,440.00
Account Services Alternate	20.00	\$ 185.00	\$ 3,700.00
Research Director or Management	16.00	\$ 185.00	\$ 2,960.00
Junior Account Services	16.00	\$ 135.00	\$ 2,160.00
Data Analysis	5.00	\$ 160.00	\$ 800.00
Questionnaire/Guide Design	12.00	\$ 190.00	\$ 2,280.00
Writing Services	12.00	\$ 160.00	\$ 1,920.00
Report Writing Services	24.00	\$ 185.00	\$ 4,440.00
Focus Group Moderation	24.00	\$ 225.00	\$ 5,400.00
Supplier Management	-	\$ 185.00	\$ -
<b>Total for client services</b>	<b>153.00</b>		<b>\$ 28,100.00</b>
<b>OTHER COSTS/SUB-CONTRACTED COSTS</b>			
Focus Group Facilities (incentives)			\$ 10,750.00
Facility Rental and Hosting Services			\$ 3,600.00
Catering Charges (estimated)			\$ 1,950.00
Recruitment			\$ 9,750.00
Printing and equipment usage			\$ 600.00
AV (constructed facilities)			\$ 6,000.00
Note taking			\$ 1,200.00
Travel (estimated)			\$ 6,480.00
<b>Total for other costs/sub-contracted costs</b>			<b>\$ 40,335.00</b>
<b>Sub-total</b>			<b>\$ 68,435.00</b>
<b>Total</b>			<b>\$ 68,435.00</b>

**To be completed by SUPPLIER**

  
Stephanie Lynn 30-Apr-19  
Authorized Signatory Approval Print Name Date

**To be completed by GCPE**

Work Order # W2108  
  
GCPE Approval Print Name Date May 1/19

**To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY**

  
Expense Authority Approval Print Name Date May 1/19



Government Communications and Public Engagement  
Work Order Request  
(Draw Down Form)

This workorder is subject to the terms and conditions of Standing Offer # SO-GCPE018-005

Ministry, Originating Office and Contact: Government Communications and Public Engagement, Kathryn LeSueur, Director, Marketing and Advertising 778 698 8674.

Supplier Name, Address and Contact: Strategic Communications Inc, 1170 West 7th Avenue, Suite 305, Vancouver BC V6J 4Y8. Stephanie Lynn, Director of Research & Engagement (West) 778 866 4378.

TERM: April 1, 2019 - May 31, 2019

**Deliverables:**

This project entails extensive research design, literature review, and policy review in order to develop a set of testable insights and observations on the BC Government's initiatives around climate and economy branding and communications based on the BC Government's recent launch of Clean BC in 2018 and previously conducted government research. In this phase Stratcom will conduct the analysis, and deliver and present a report that presents insights and advice on branding and communication of climate and economy initiatives to the BC Government.

FEES (per standing offer hourly rates)	Hours	Hourly Rate	Estimated Cost
<b>Client Services:</b>			
Account Services Primary	34	\$ 185.00	\$ 6,290.00
Account Services Secondary	38	\$ 185.00	\$ 7,030.00
Research Director or Management	59	\$ 185.00	\$ 10,915.00
Data Analysis	20	\$ 160.00	\$ 3,200.00
Report Writing Services	40	\$ 185.00	\$ 7,400.00
<b>Total for client services</b>	<b>191</b>		<b>\$ 34,835.00</b>
<b>Sub-Contracted Services (total only, attach estimate)</b>			
Expert Consulting			\$ 23,100.00
Travel (estimated only)			\$ 4,000.00
<b>Total for other costs / sub-contracted costs</b>			<b>\$ 27,100.00</b>
<b>Total</b>			<b>\$61,935.00</b>

To be completed by SUPPLIER

Authorized Signatory Approval:

Print Name: Stephanie Lynn

Date: January 29, 2019

To be completed by GCPE

WO# W2100

GCPE Approval

KATHRYN LESUEUR

Print Name

MARCH 11/19

Date

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

Expense Authority Approval

Robb Gibbs

Print Name

MARCH 7/19

Date



**Government Communications and Public Engagement  
Work Order Request  
(Draw Down Form)**

This workorder is subject to the terms and conditions of Standing Offer # SO-GCPE018-011

**Ministry, Originating Office and Contact:**

Government Communications and Public Engagement (GCPE)  
Robb Gibbs, AD - Strategic Communications

**Supplier Name, Address and Contact:**

NOW Communications Group Inc.  
#440 - 355 Burrard Street, Vancouver, BC V6C 2G8  
Michele Della Mattia, VP Operations

**TERM:** April - September 2019

**Campaign Name: Better Homes Energy Rebates (Efficiency BC)**

**Deliverables:** The NOW Group will work with the BC Government to finalize and send for broadcast the television ad filmed and produced in March 2019. This includes any script edits required, audio recording session, closed captioning, Telecaster approvals and digital upload to stations. We will also manage and contract the residuals for ACTRA talent for the planned usage. As necessary, we will provide an English version of script(s) for in-language transcreation and production with other agency.

FEES (per standing offer hourly rates)	Hours	Hourly Rate	Estimated Cost
<b>CLIENT SERVICES</b>			
Account Services (primary day-to-day contact)	25	\$ 150.00	\$ 3,750.00
Account Services (alternate to Account Manager)	5	\$ 125.00	\$ 625.00
Agency Head	10	\$ 250.00	\$ 2,500.00
Junior Account Personnel	20	\$ 95.00	\$ 1,900.00
<b>CREATIVE SERVICES</b>			
Research/Strategic Planning Services	0	\$ 250.00	\$ -
Creative Director	30	\$ 250.00	\$ 7,500.00
Art/Creative Direction	0	\$ 190.00	\$ -
Sr. Copy Writing Services	0	\$ 190.00	\$ -
Jr. Copy Writing Services	0	\$ 125.00	\$ -
Broadcast Development	20	\$ 125.00	\$ 2,500.00
Concept Development	10	\$ 190.00	\$ 1,900.00
Digital Design Services	15	\$ 125.00	\$ 1,875.00
<b>AGENCY HARD COSTS (total only, attach estimate)</b>			
Spun Production (any last minute edits as required)			\$ 1,500.00
Jumpin Joe Talent Payment (May residuals & online & Ethnic)			\$ 22,000.00
Jumpin Joe Talent Payment (August residuals only)			\$ 10,000.00
Extreme Reach (digital upload)			\$ 1,000.00
Craven Studios (closed captioning, file versioning and upload)			\$ 300.00
<b>Sub-Contracted Services (total only, attach estimate)</b>			
Frank Digital			\$ 3,000.00
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
<b>Sub-total</b>			<b>\$60,350.00</b>
<b>PST if Applicable</b>			<b>\$0.00</b>
<b>Total</b>			<b>\$60,350.00</b>

To be completed by SUPPLIER

*m. della Mattia*  
Authorized Signatory Approval

Michele Della Mattia  
Print Name

Mar 25/19  
Date

To be completed by GCPE

*K. Lesueur*  
GCPE Approval

K. LESUEUR  
Print Name

Work Order # W2101

MARCH 25/2019  
Date

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

*Nathaniel Gosman*  
Expense Authority Approval

Nathaniel Gosman  
Print Name

March 27, 2019  
Date