

**FOI REQUEST GCP-2019-94465 – ELECTORAL REFORM ADVERTISING – 01/01/2017 TO 12/31/2018**

Dates campaign ran from and to: February 13 – 28, 2018

Expected/desired results: N/A

Results of campaign:

Impressions: 5,674,924

Clicks: 25,006

Video Views: 694,273

In-Language Print Circulation:

Questionnaires answered: 88,547

Direct mail results: 2 million mailers were distributed


Reports provided by advertising agencies: N/A

Creative assets from the campaign:


## FACEBOOK

### STATIC

#### ELECTORAL REFORM – PORT ALBERNI (YOUNGER)

 Government of British Columbia  
Sponsored


Port Alberni we want to hear from you. Make your voice heard and help shape the referendum that will determine how BC votes.




ENGAGE.GOV.BC.CA/HOWWEVOTE  
**Make your voice heard on how B.C. votes**  
Take the questionnaire before Feb. 28.

[Learn More](#)

#### ELECTORAL REFORM – PORT ALBERNI (OLDER)

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## ELECTORAL REFORM – VERNON (YOUNGER)



Government of British Columbia

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## ELECTORAL REFORM – KELOWNA (YOUNGER)



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## ELECTORAL REFORM – CTW REGION A (YOUNGER)



Government of British Columbia ...

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Squamish, Whistler, Pemberton, and Lillooet we want to hear from you. Make your voice heard and help shape the referendum that will determine how BC votes.



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## ELECTORAL REFORM – CTW REGION B (YOUNGER)



**Government of British Columbia** ...

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Penticton, Summerland, Osoyoos, Oliver, Princeton we want to hear from you. Make your voice heard and help shape the referendum that will determine how BC votes.



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## ELECTORAL REFORM – CTW REGION B (OLDER)



**Government of British Columbia** ...

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## ELECTORAL REFORM – CTW REGION C (YOUNGER)



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Prince Rupert, Terrace, Queen Charlotte,  
Masset we want to hear from you. Make your  
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## ELECTORAL REFORM – CTW REGION C (OLDER)



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Prince Rupert, Terrace, Queen Charlotte,  
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## ELECTORAL REFORM – CTW REGION D (YOUNGER)



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Fort Nelson, Fort St John, Dawson Creek,  
Chetwynd, Tumbler Ridge, Taylor we want to  
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BC votes.



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## ELECTORAL REFORM – CTW REGION D (OLDER)



Government of British Columbia ...  
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Fort Nelson, Fort St John, Dawson Creek,  
Chetwynd, Tumbler Ridge, Taylor we want to  
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ELECTORAL REFORM – CTW REGION (OLDER-SHORT)



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how B.C. votes.



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ELECTORAL REFORM – CTW REGION (OLDER-LONG)



**Government of British Columbia** ...  
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You have an opportunity to help decide how  
British Columbians elect their Members of the  
Legislative Assembly (MLA).



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how B.C. votes

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## ELECTORAL REFORM – CTW REGION (YOUNGER-SHORT)



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## FACEBOOK

### VIDEO

#### FB VIDEO - HOUSING



Government of British Columbia ...  
Sponsored

You have an opportunity to help decide how British Columbians elect their Members of the Legislative Assembly (MLA).

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

▶ 0:08 / 0:15



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## INSTAGRAM

### STATIC

#### IG STATIC- BC GOVERNMENT REFORM – CTW -YOUNGER



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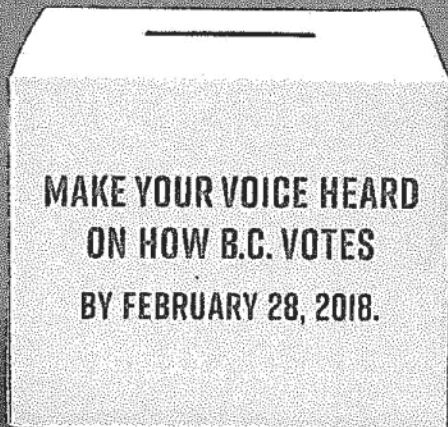
governmentofbc Make your voice heard on @HowWeVote in B.C. Take the questionnaire before February ... more

6"X10.8"



## TAKE THE QUESTIONNAIRE

[ENGAGE.GOV.BC.CA/HOWWEVOTE](http://ENGAGE.GOV.BC.CA/HOWWEVOTE)



## HELP SHAPE THE REFERENDUM ON HOW B.C. VOTES.

You have an opportunity to help decide how British Columbians elect their Members of the Legislative Assembly (MLA).

A referendum will be held this fall asking voters to decide whether B.C. should keep its current voting system (First Past the Post) or move to a system of Proportional Representation.

Fill in the questionnaire to help shape the referendum, including the ballot and different voting systems to be proposed.

To have your voice heard, visit [engage.gov.bc.ca/HowWeVote](http://engage.gov.bc.ca/HowWeVote) by February 28, 2018.

Need help accessing the website? Visit your nearest public library for assistance.

TAKE THE QUESTIONNAIRE BY  
FEBRUARY 28, 2018 AT  
[ENGAGE.GOV.BC.CA/HOWWEVOTE](http://ENGAGE.GOV.BC.CA/HOWWEVOTE)



PRINT

IN-LANGUAGE

10.3"X6.0"



## ਬੀ.ਸੀ. ਕਿਵੇਂ ਵੋਟ ਕਰੇ-ਇਸ ਵਿੱਚ ਤੁਹਾਡੀ ਆਵਾਜ਼ ਵੀ ਮਾਇਨੇ ਰੱਖਦੀ ਹੈ।

ਬ੍ਰਿਟਿਸ਼ ਕੋਲੰਬੀਆ ਦੇ ਲੋਕ ਆਪਣੀ ਏਜੰਡਾਸੈਟਿਵ ਅਸੈਂਬਲੀ ਦੇ ਮੈਂਬਰ (ਐਮ. ਐਲ.ਏ) ਕਿਸ ਤਰ੍ਹਾਂ ਚੁਣਨ, ਇਸਦਾ ਫੈਸਲਾ ਕਰਨ ਵਿੱਚ ਮਦਦ ਕਰਨ ਦਾ ਤੁਹਾਡਾ ਕੋਲ ਮੌਕਾ ਹੈ। 28 ਫਰਵਰੀ ਤੋਂ ਪਹਿਲਾਂ ਪ੍ਰਭਾਵਦੀ ਲਓ ਅਤੇ ਰੈਗਰੇਸ਼ਨ ਨੂੰ ਤਰਾਸ਼ਣ ਵਿੱਚ ਮਦਦ ਕਰੋ।

ਪ੍ਰਭਾਵਦੀ 'ਚ ਹਿੱਸਾ ਲੈਣ ਲਈ [engage.gov.bc.ca/HowWeVote](http://engage.gov.bc.ca/HowWeVote) 'ਤੇ ਜਾਓ

