

FOI REQUEST GCP-2019-94466 – HOUSING ADVERTISING – 01/01/2017 TO 12/31/2018

Dates campaign ran from and to: March 19 – April 8, 2018

Expected/desired results: N/A

Campaign results:

Impressions: 4,810,384

Clicks: 329,464

Completed video views: 556,767

TV reach: 21,789,500*

In-language radio reach: N/A – radio stations do not subscribe to third party measurement (non-measured)

Questionnaires Answered: N/A

Direct mail results: N/A

Reports provided by advertising agencies: N/A

* This is based on duplicated reach and essentially reaching the population of BC 3-4 times

Creative assets from the campaign:

FACEBOOK

STATIC

FB STATIC 1 - HOUSING



Government of British Columbia

Sponsored

We're taking action to support people who are in danger of losing their rental housing by giving tenants more security and stopping unfair rent hikes.



WORKINGFORBC.CA

Better security for renters

Find out how BC's new housing plan can work for you.

[Learn More](#)

FB STATIC 2 – HOUSING



Government of British Columbia

Sponsored

We're investing \$7 billion over 10 years in homes and housing supports that people need, in every corner of the province.



WORKINGFORBC.CA

More affordable housing

Find out how BC's new housing plan can work for you.

[Learn More](#)

FB STATIC 3 – HOUSING



Government of British Columbia

Sponsored

We're stabilizing the housing market by closing loopholes and cracking down on fraud.



WORKINGFORBC.CA

BC's new housing plan

Find out how BC's new housing plan can work for you.

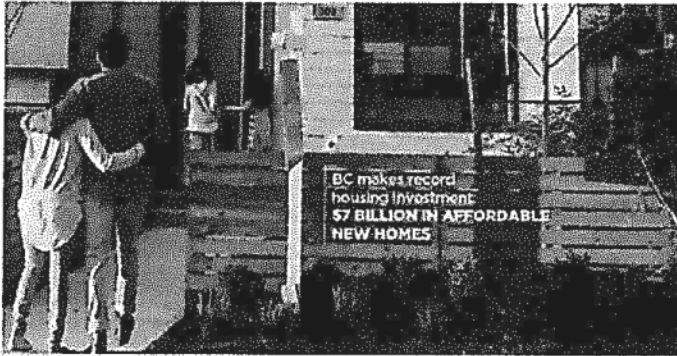
[Learn More](#)

FB STATIC 4 – HOUSING



Government of British Columbia
Sponsored

We're working with our partners to deliver 114,000 new, affordable homes over the next 10 years.



WWW.WORKINGFORBC.CA

Building homes people need

Find out how BC's new housing plan can work for you.

[Learn More](#)

FACEBOOK

VIDEO

FB VIDEO - HOUSING



Government of British Columbia
Sponsored

We're going to make housing more affordable by building homes people need and improving security for renters.



WORKINGFORBC.CA

BC's new housing plan

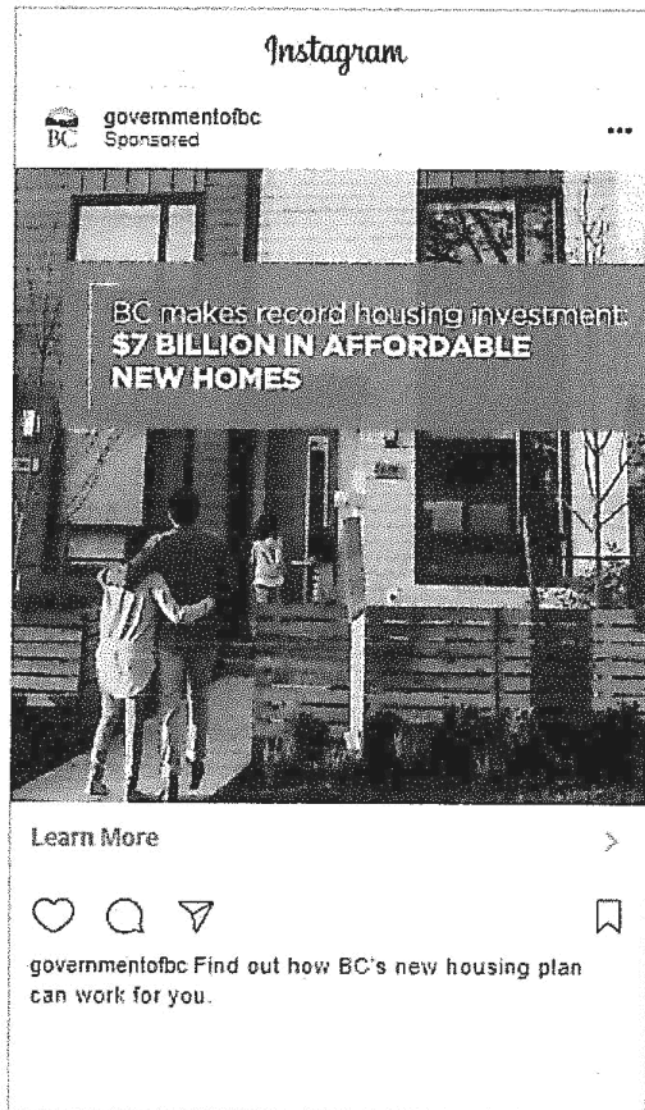
Find out how BC's new housing plan can work for you.

[Learn More](#)

INSTAGRAM

STATIC

IG STATIC 1 - HOUSING





IG STATIC 3 - HOUSING



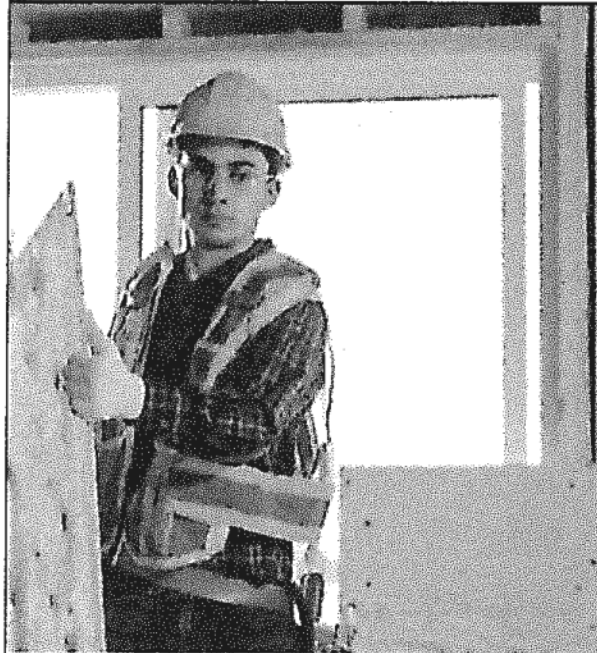
IG STATIC 4 – HOUSING



DISPLAY

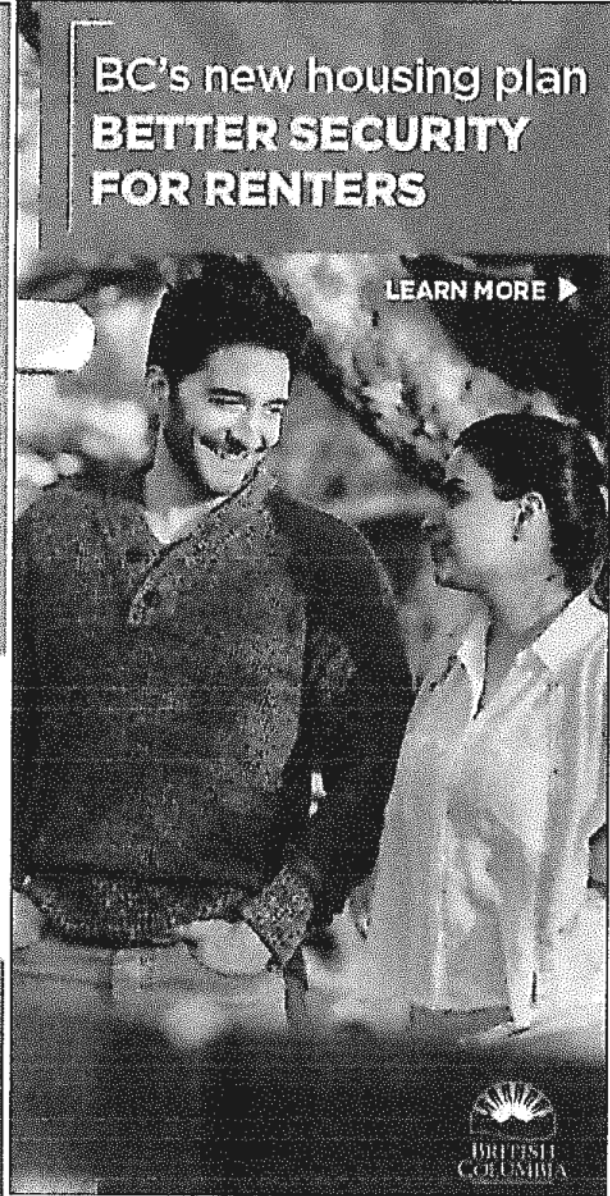
STATIC (300X600)

300X600 – V 1 & 2



BC's new housing plan:
**NEW HOMES FOR
PEOPLE LIVING HERE**

LEARN MORE ►



BC's new housing plan
**BETTER SECURITY
FOR RENTERS**

LEARN MORE ►





Find out how BC's
new housing plan
**CAN WORK
FOR YOU**

LEARN MORE ►

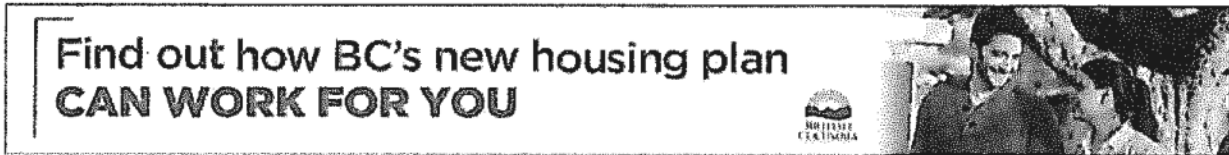


BRITISH
COLUMBIA

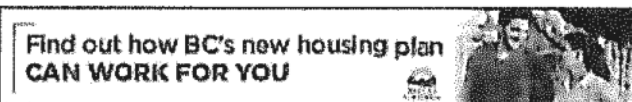
STATIC (728X90) & (320X50)

728X90 & 320X50 – V 1

728x90

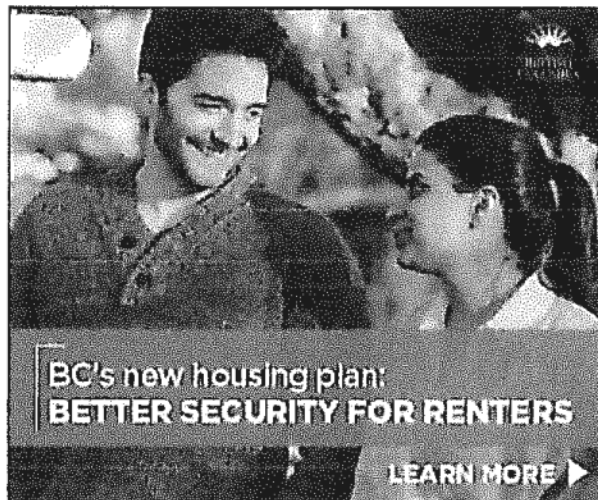


320 x 50



STATIC (300X250)

300X250 – V 1, 2 & 3



IN-LANGUAGE RADIO SCRIPT

SEE ATTACHED

TV RADIO SCRIPT

SEE ATTACHED

TELEVISION SCRIPT

TITLE: Construction
PROJECT: Housing Advertising 2018
CLIENT: BC Government

VERSION: As recorded
DATE: 13 March, 2018
LENGTH: 30 seconds

VISUALS

AUDIO

ANNCR:

There's no place like home.

But skyrocketing housing prices have put homes out of reach for too many British Columbians.

That's why the new government is taking action.

Taxing speculators and foreign buyers who are driving up prices.

Giving tenants more security and stopping unfair rent hikes.

And investing \$7 billion to build affordable homes for people living here.

Find out more at [working for BC](#) [dot] ca.

A message from the government of BC.

Client: Government Communications and Public Engagement
Project: Chinese and Punjabi 30's radio ad for Housing
Date: March 12, 2018
Version: V1

Background Music

MUSIC / SFX:

Construction site ambient noise

Background Music

MUSIC / SFX:

Construction site ambient noise

Cantonese Audio

ANNCR: 樓價暴漲令好多卑斯省省民無法自置居所。

因此，新政府需要有所行動。

向果 D 推高樓價嘅房地產投機者及來自海外嘅買家徵收稅款。

同時，為租住房屋嘅人士提供更多保障。

並以破紀錄嘅投資，興建十一萬四千間新房屋。

想知道更多有關卑斯省嘅房屋計劃，請瀏覽 **workingforbc[dot]ca** (URL may change – double check before recording)

以上係由卑斯省政府發放嘅訊息。

Mandarin Audio

ANNCR: 楼价暴涨令很多卑斯省省民无法自置居所。

因此，新政府需要有所行动。

向那些推高楼价的房地产投机者以及来自海外的买家征收税款。

同时，为租房人士提供更多保障。

并以破纪录的投资，兴建十一万四千间新房屋。

想知道更多有关卑斯省的房屋计划，请浏览 **workingforbc[dot]ca** (URL may change – double check before recording)

以上是由卑斯省政府发放的信息。

Client: Government Communications and Public Engagement
Project: Chinese and Punjabi 30's radio ad for Housing
Date: March 12, 2018
Version: V1

English Back Translation of Chinese

ANNCR: Skyrocketing housing prices have made homes unaffordable for many British Columbians.

That's why the new government is taking action.

Taxing speculators and foreign buyers who are driving up prices.

Meanwhile, giving tenants more security.

And making a record investment to build 114,000 new homes here.

Find out more about BC's housing plan at workingforbc.ca

A message from the government of BC.

Client: Government Communications and Public Engagement
Project: Chinese and Punjabi 30's radio ad for Housing
Date: March 12, 2018
Version: V1

Background Music

MUSIC / SFX:

Construction site ambient noise

Punjabi Audio

ANNCR: ਘਰਾਂ ਦੀਆਂ ਅਸਮਾਨੀ ਚੜ੍ਹੀਆਂ ਕੀਮਤਾਂ ਨੇ, ਘਰ ਲੈਣਾ ਕਈ ਜ਼ਿਆਦਾ ਬ੍ਰਿਟਿਸ਼ ਕੋਲੰਬੀਅਨਾਂ ਦੀ ਪਹੁੰਚ ਤੋਂ ਦੂਰ ਕਰ ਦਿੱਤਾ ਹੈ।

ਇਸ ਕਰਕੇ ਨਵੀਂ ਸਰਕਾਰ ਠੋਸ ਕਦਮ ਚੁੱਕ ਰਹੀ ਹੈ।

ਜਿਵੇਂ, ਕੀਮਤਾਂ ਨੂੰ ਵਧਾਉਣ ਵਾਲੇ ਵਿਦੇਸ਼ੀ ਖਰੀਦਦਾਰਾਂ ਅਤੇ ਸੱਟੇਬਾਜ਼ਾਂ ਉੱਤੇ ਟੈਕਸ ਲਾ ਕੇ।

ਕਿਰਾਏਦਾਰਾਂ ਨੂੰ ਜ਼ਿਆਦਾ ਸੁਰੱਖਿਆਪਣ ਦੇ ਕੇ।

ਅਤੇ ਇੱਥੇ 1,14,000 ਨਵੇਂ ਘਰਾਂ ਦੀ ਉਸਾਰੀ ਲਈ ਰਿਕਾਰਡ ਨਿਵੇਸ਼ ਕਰਕੇ।

ਬੀ.ਸੀ. ਦੇ ਹਾਊਸਿੰਗ ਪਲੈਨ ਬਾਰੇ ਜ਼ਿਆਦਾ ਜਾਣਨ ਲਈ [workingforBC \[dot\] ca](http://workingforBC.ca) 'ਤੇ ਜਾਓ। (URL may change -- double check before recording)

ਬੀ.ਸੀ. ਦੀ ਸਰਕਾਰ ਵੱਲੋਂ ਇੱਕ ਸੁਨੇਹਾ।

English Back Translation of Punjabi

ANNCR: Skyrocketing housing prices have put homes out of reach for many British Columbians.

That's why the new government is taking substantial steps.

Like, taxing foreign buyers and speculators who are driving up prices.

Giving tenants more security.

And making a record investment to build 114,000 new homes here.

To find out more about BC's housing plan at workingforbc.ca

A message from the government of BC.