

FOI REQUEST GCP-2019-94467 – POST BUDGET ADVERTISING – 01/01/2017 TO 12/31/2018

Dates campaign ran from and to: February 23 – March 18, 2018

Expected/desired results: N/A

Results of campaign:

Impressions: 4,971,755

Clicks: 31,119

Completed video views: 950,125

Radio reach: 5,591,500 (Vancouver and Victoria only – small market radio stations do not subscribe to third party measurement)

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

In-language print reach: 1,999,500*

Questionnaires answered: N/A

Direct mail results: N/A

Reports provided by advertising agencies: N/A

*Newspaper pass along readership used at 1.2x circulation. Circulation totals include all scheduled insertions.

Creative assets from the campaign:

FACEBOOK & INSTAGRAM

STATIC

FB/IG STATIC 1 - GENERAL



Government of British Columbia

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Budget 2018 makes life more affordable and improves the services you count on, with major investments in child care, housing, health care and more.



*Making life
more affordable*
**Helping people
get ahead**

WORKINGFORYOU.GOV.BC.CA


Find out how Budget 2018 is working for you

Budget 2018 includes the largest investments in housing....

[Learn More](#)

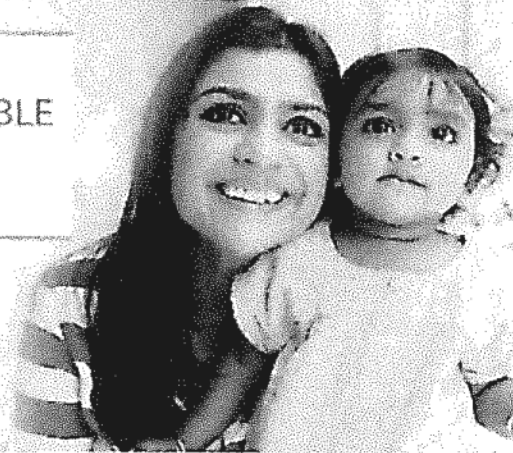


Government of British Columbia

Sponsored - 

Budget 2018 is a budget that works for you. It makes your life more affordable and delivers the services people count on.

MAKING LIFE
MORE AFFORDABLE
**HELPING YOU
GET AHEAD**



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Budget 2018 includes the largest investments in housing,...

Instagram



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...

MAKING LIFE
MORE AFFORDABLE
**HELPING YOU
GET AHEAD**



[Learn More](#)



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Government of British Columbia
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Our made-in-B.C. plan will give our kids a head start and help families get ahead.



WORKINGFORYOU.GOV.BC.CA/CHILDCARE

Find out how Budget 2018 is working for you

Budget 2018 includes the largest investments in housing,...

[Learn More](#)



Government of British Columbia
Sponsored ·

Budget 2018 is making child care more affordable and more available for more families as we move forward on a made-in-BC, universal child care plan.



**REDUCING COSTS
FOR PARENTS
QUALITY CARE FOR
OUR KIDS**

WORKINGFORYOU.GOV.BC.CA/CHILDCARE

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Budget 2018 includes the largest investments in housing,...

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Instagram



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...

**REDUCING COSTS
FOR PARENTS
QUALITY CARE FOR
OUR KIDS**



Learn More

➔







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Government of British Columbia

Sponsored · 🌐

Budget 2018 is making child care more affordable and more available for more families as we move forward on a made-in-BC, universal child care plan.

**WE'RE INVESTING A
BILLION DOLLARS
TO INCREASE ACCESS TO
AFFORDABLE AND
QUALITY CHILDCARE**



WORKINGFORYOU.GOV.BC.CA/CHILDCARE

Find out how Budget 2018 is working for you

Budget 2018 includes the largest investments in housing...


Learn More



FB/IG STATIC 3 – HOUSING



Government of British Columbia

Sponsored - 

Everyone needs a place to live. That's why we are taking swift action to address the housing crisis, with the biggest investment in housing affordability in BC history.



WORKINGFORYOU.GOV.BC.CA/HOUSING


Find out how Budget 2018 is working for you

Budget 2018 includes the largest investments in housing,...

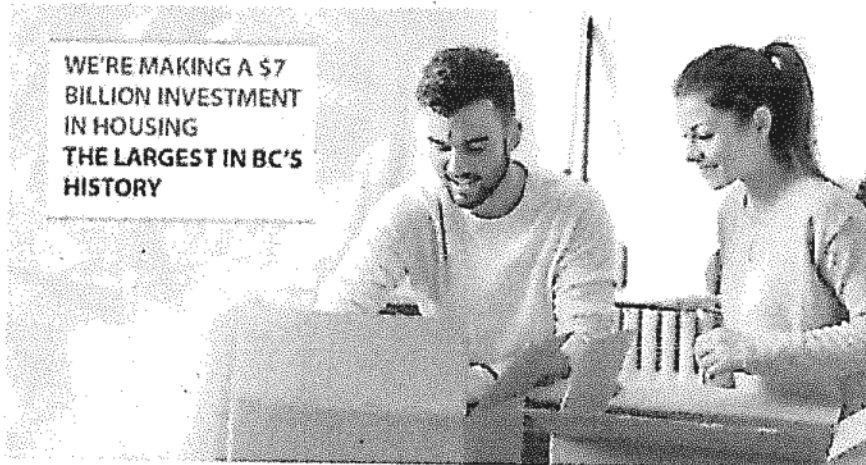
[Learn More](#)



Government of British Columbia

Sponsored - 

Everyone needs a place to live. That's why Budget 2018 is taking swift action to address the housing crisis, with the biggest investment in housing affordability in BC history.



WORKINGFORYOU.GOV.BC.CA/HOUSING

Find out how Budget 2018 is working for you

Budget 2018 includes the largest investments in housing,...

[Learn More](#)



Government of British Columbia
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WORKINGFORYOU.GOV.BC.CA/HOUSING

Find out how Budget 2018 is working for you

Budget 2018 includes the largest investments in housing....

Learn More

VIDEO

FB VIDEO 1 – SINGHS FROM SURREY



Government of British Columbia

Sponsored

Learn how Budget 2018 is working for you through the story of a family in Surrey, BC.



WORKINGFORYOU.GOV.BC.CA

Meet the Singhs from Surrey

Budget 2018 is making life more affordable and helping you get ahead.

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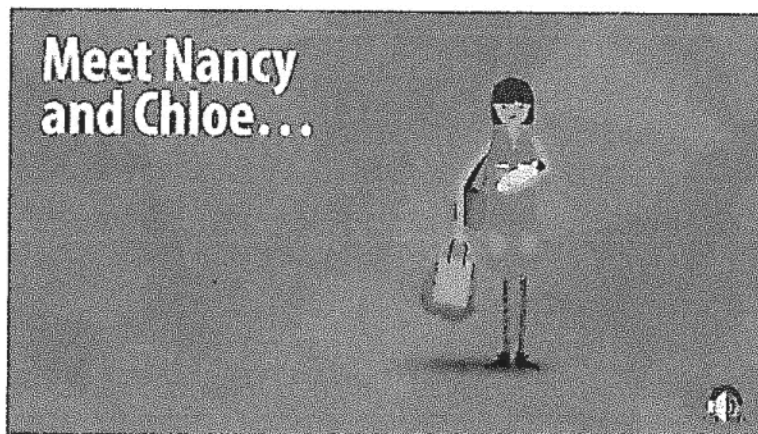
FB VIDEO 2 – NANCY FROM PRINCE GEORGE



Government of British Columbia

Sponsored

Learn how Budget 2018 is working for you through the story of a single mother living in a rented apartment in Northern BC.



WORKINGFORYOU.GOV.BC.CA

Meet Nancy from Prince George

Budget 2018 is making life more affordable and helping you get ahead.

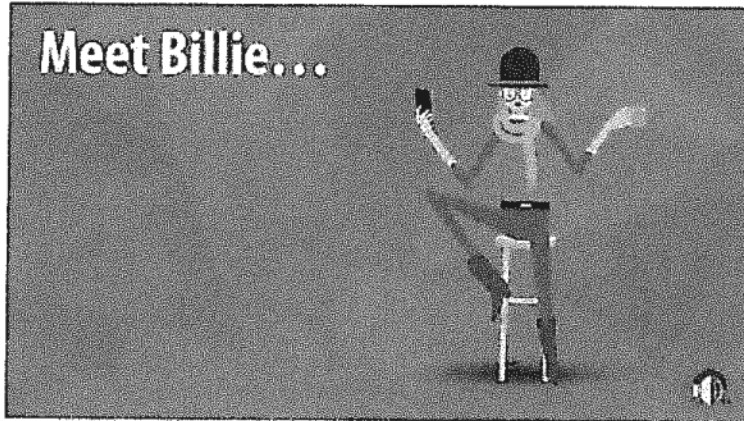
[Learn More](#)

FB VIDEO 3 – BILLIE FROM BURNABY



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Learn how Budget 2018 is working for you through the story of a young woman in BC having to choose between housing and starting a family.



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Meet Billie from Burnaby

Budget 2018 is making life more affordable and helping you get ahead.

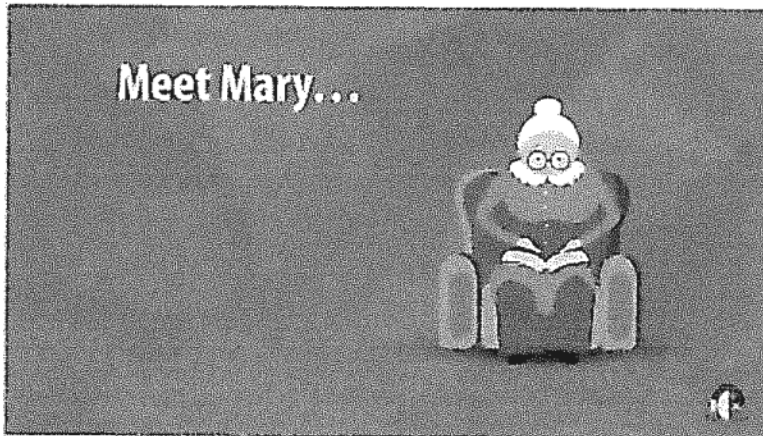
[Learn More](#)

FB VIDEO 4 – MARY FROM KAMLOOPS



Government of British Columbia
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Learn how Budget 2018 is working for you through the story of a senior citizen, concerned about the cost of healthcare and housing.



WORKINGFORYOU.GOV.BC.CA

Meet Mary from Kamloops

Budget 2018 is making life more affordable and helping you get ahead.

[Learn More](#)

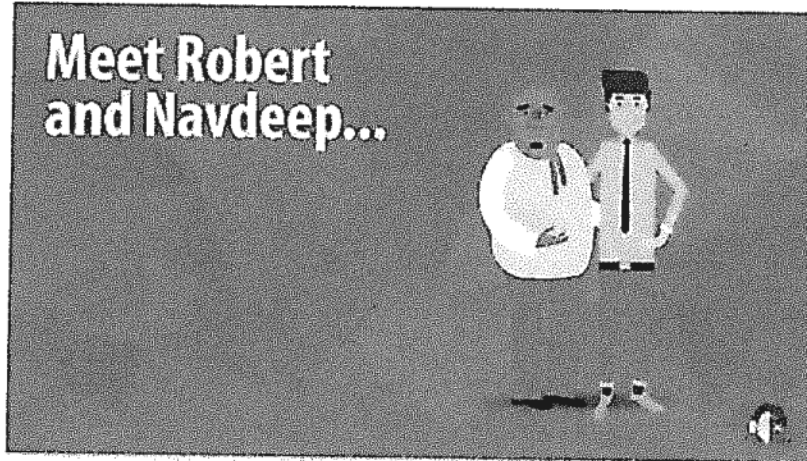
FB VIDEO 5 – ROBERT & NAVDEEP FROM VICTORIA



Government of British Columbia

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Learn how Budget 2018 is working for you through the story of a professional couple worried about health and child care costs.



WORKINGFORYOU.GOV.BC.CA

Meet Robert & Navdeep from Victoria

Budget 2018 is making life more affordable and helping you get ahead.

[Learn More](#)

IN-LANGUAGE PRINT – SEE ATTACHED

Making life more affordable. Helping people get ahead.

B.C. Budget 2018

- Building new affordable homes
- Reducing costs for prescription drugs
- Cutting MSP premiums
- Bringing down the cost of child care



Find out how the new budget can make life more affordable,
please visit **BCBudget2018.ca**



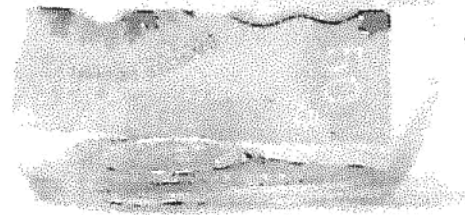
让生活 更容易负担， 令更多人 受惠！

2018卑诗省财政预算案

- 兴建新的可负担房屋
- 将托儿费用降低
- 削减医疗保费MSP
- 减低处方药物费用



多一点储蓄



想知道新的财政预算案如何令您的生活更容易负担，
请浏览 BCBudget2018.ca



ਜੀਵਨ ਨੂੰ ਹੋਰ ਸੁਖਾਲਾ ਬਣਾਉਣਾ।
ਲੋਕਾਂ ਨੂੰ ਅੱਗੇ ਵਧਣ 'ਚ ਮਦਦ ਕਰਨਾ।

ਬੀ.ਸੀ. ਬਜਟ 2018

- ਨਵੇਂ ਕਿਫਾਇਤੀ ਘਰਾਂ ਦਾ ਨਿਰਮਾਣ ਕਰਨਾ
- ਪ੍ਰਿਸਕ੍ਰਿਪਸ਼ਨ ਦਵਾਈਆਂ ਦੀ ਕੀਮਤ ਘਟਾਉਣਾ
- MSP ਦੇ ਪ੍ਰੀਮਿਅਮ ਨੂੰ ਘੱਟ ਕਰਨਾ
- ਬੱਚਿਆਂ ਦੀ ਦੇਖਭਾਲ ਦੀ ਲਾਗਤ ਘਟਾਉਣਾ



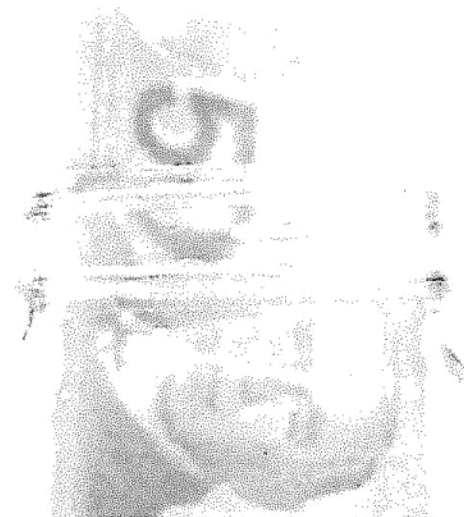
ਬੀ.ਸੀ. ਦਾ ਨਵਾਂ ਬਜਟ ਜੀਵਨ ਨੂੰ ਸੁਖਾਲਾ ਕਿਵੇਂ ਬਣਾਵੇਗਾ,
ਪਤਾ ਕਰਨ ਲਈ **BCBudget2018.ca** 'ਤੇ ਜਾਓ।



讓生活更容易負擔， 令更多人受惠！

2018 卑詩省財政預算案

- 興建新的可負擔房屋
- 將托兒費用降低
- 削減醫療保費MSP
- 減低處方藥物費用



多一點儲蓄



想知道新的財政預算案如何令您的生活更容易負擔，
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