

Fri, Aug 2, 10:27 AM

Does this sound right for
digital campaign costs
(social, display, search,
preroll)

Renters: s.17

EV:: s.17

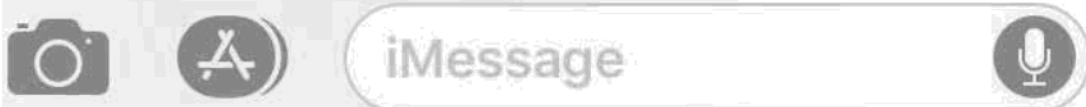
Childcare: s.17

Timing:

Lots of campaigns could be
on at same time digitally. Of
note in terms of similar
audiences:

1. Clean Bc/ renters
2. Erase and Svp

Buy bc until end of August
and again mid October kind of





Adrienne >

and again mid October kind of runs across multiple campaigns but I don't think that's an issue

Sounds about right for Renters and EV - not sure about digital budget for Childcare. But leave at s.17 for now. Would that be 4 to 6 weeks depending on platform? That's what I have on calendar.

6 weeks

Ok thanks

Hey how are things?

All good. Nothing to report. Chatted with Richard and Brigitte. We can chat Tuesday



iMessage





Adrienne >

Brigitte. We can chat Tuesday

Ok

Fri, Aug 9, 9:18 AM

Do you have time to chat or we connect after your appointment? I've chatted with MA late yesterday.

I can chat

Email is too big so it's out in server land. I'll see what I can do when I'm back if it hasn't gone through

Looks like it sent

I received thx



iMessage





Adrienne >

Ok. Hopefully all good as I didn't hear anything from them

When do you want to talk overdose? 11:30?

Sorry I have an update with Neil at 11:30

How about at 11:45?

Sure.

Just call me when ready

Ok

Fri, Aug 9, 6:55 PM

s.22



iMessage





Adrienne >

s.22

***ideal not ideas**

Wed, Aug 14, 5:28 PM

**You have approval to attend
focus groups in Vancouver for
night of Aug. 22.**

Wed, Aug 14, 8:27 PM

**Oh ok. Great. I'll see if I can
make it happen with logistics
etc**



iMessage





Adrienne >

Thu, Aug 29, 7:57 PM

Just a bit of a heads up/ FYI.
We have two people in second
group who are current users
or in active recovery.

s.22

. Def
skewing group. We will see
where it goes

But it's somewhat intense.

Interesting. Any concepts
resonating with participants?

1c i think has a bit of edge

But not sure yet with this
group

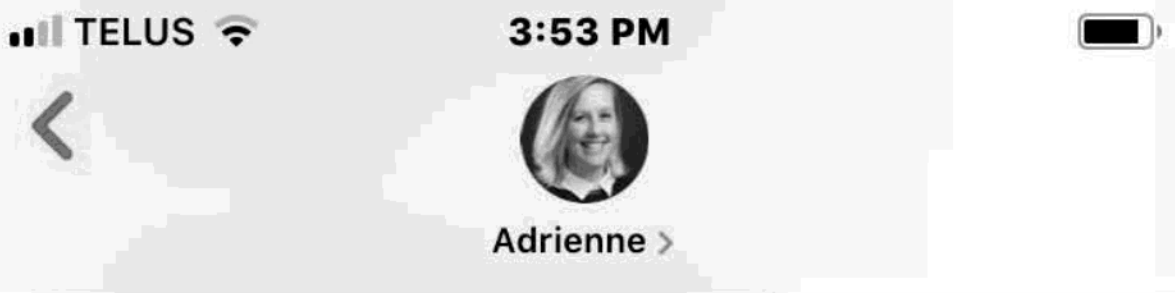
Fri, Aug 30, 3:05 PM

Thinking of you



iMessage





Interesting. Any concepts resonating with participants?

1c i think has a bit of edge

But not sure yet with this group

Fri, Aug 30, 3:05 PM

Thinking of you

I'm back and will leave the office in about 30 min.
Childcare meeting went really well

Hey thanks...

s.22

s.22

Yes for sure.



iMessage





Ok I'll get back to u with some suggestions

Fri, Jul 26, 12:54 PM

Just on my way... sorry I'll be a few minutes late.

Ok not to worry

Mon, Aug 26, 9:37 AM

Sorry, I can't talk right now.

Sure. Want to chat about talent on WorkBC releases when I have time

Mon, Aug 26, 10:47 AM

Ok how about 1:30?

Sure I'll give u a call then



iMessage





Steve >

Text Message
Fri, Aug 30, 1:38 PM

s.22

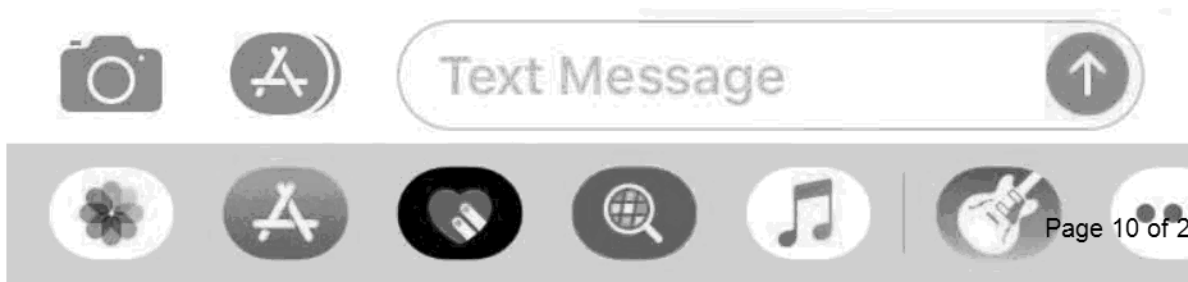


Text Message





s.22





NM

Neil >

You've received Kyla's note on the graphics/logo placement for EV. Let me know if there are further questions.

Tue, Aug 6, 12:54 PM

Great, thanks!

For tomorrow, we should have the VO record for you to review/sign off around 11:30 am tomorrow. Best to try you on your mobile or at your desk around that time. I'll be sure to keep you apprised as the morning progresses, just in case the timing shifts. Thanks

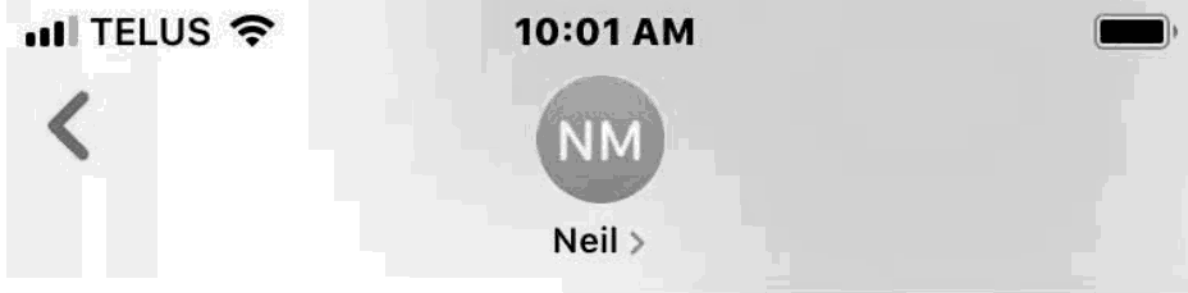
Ok best to call my office number thx

778 698 8674



Text Message





Wed, Aug 7, 10:26 AM

Good morning. Just want to double check one thing. On the script sent back to us, SUPER has been added to the CTA. We're assuming we ignore that, as we've already decided there's no super, just the end slate as we're finalizing based on Kyla's direction. Correct?

To further clarify, I mean that line "Learn how CleanBC makes..." is VO

We're actually going to be able to shoot you the VO (w/ picture) for review in about





Neil >

To further clarify, I mean that line "Learn how CleanBC makes..." is VO

We're actually going to be able to shoot you the VO (w/ picture) for review in about 15min.

Just emailed the link for your review. FYI, alt line version is in the can. This is the regular read. Standing by for your feedback.

Ok

Hi, me again. Just making sure you received the email with the link?

Thanks.



Text Message





NM

Neil >

OK

Hi, me again. Just making sure you received the email with the link?

Thanks.

Can we chat?

One more option: "Learn more about CleanBC at GoElectric.ca" ... Thoughts?

Also the end tag can be...A message from the government of BC.

I need a few more minutes

Ok, no prob

Just emailed the link with the



Text Message





Ok, no prob

Just emailed the link with the Alt line version. Let us know if you're good and we'll let the talent go. Thanks!

Let us know if you're good to go with the Alt too? Thanks.

Just a few more minutes

10-4. Standing by.



Just sent the alt V2 via email

We're into overtime with the talent, so let us know when





NM

Neil >

We're into overtime with the talent, so let us know when you are good to go. Thanks.

All good thx. Please release talent.



We're going to mix the version with the Alt line for now. Does that work for you?

Yes please

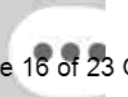
The alt alt, that is 😊

I knew what you meant!

Thu, Aug 8, 2:46 PM



Text Message





NM

Neil >

Thu, Aug 8, 2:46 PM

Any chance you're available for a discussion regarding cannabis campaign. Friday late morning?

Thu, Aug 8, 5:05 PM

Sure thing. 10:30am work tomorrow?

No already booked. How about 11:30?



Call your office number then?

Thu, Aug 8, 8:18 PM

Yes please



Text Message





Neil >

Thu, Aug 8, 8:18 PM

Yes please

Fri, Aug 9, 7:36 AM



Thu, Aug 22, 6:00 PM

Estimate approved for radio. Still working out trafficking and talent. Please have radio script updated. I'm off tomorrow. Chat early next week. Ok?

Thu, Aug 22, 7:28 PM

Thanks for the sign off and update. I'll have the updated script ready for you to review on Monday AM. So yes, let's



Text Message





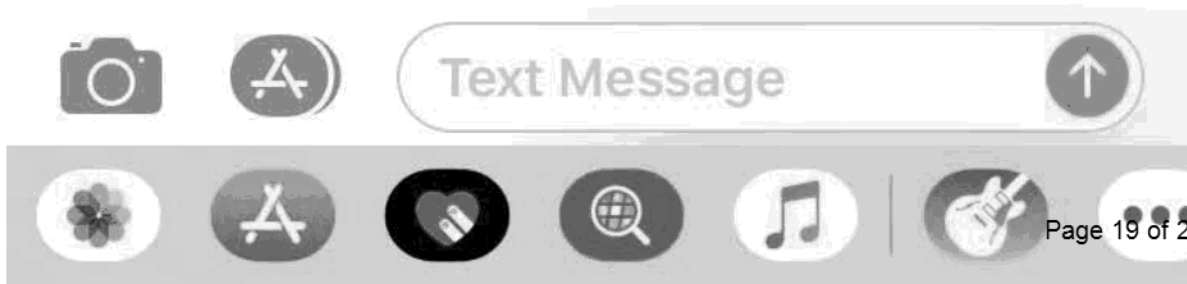
Thanks for the sign off and update. I'll have the updated script ready for you to review on Monday AM. So yes, let's chat Monday afternoon or Tuesday AM. Just let me know what's best for you. Have a great weekend!!!

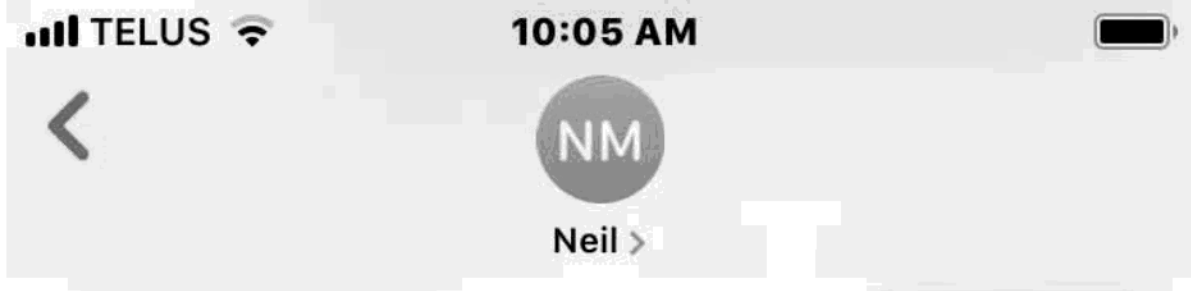
Mon, Aug 26, 10:49 AM

How's availability this afternoon? I'm free after 2 pm. Let me know what works. Tuesday is jammed and does not work. Thx

How about 2:15 this afternoon?

Perfect





Perfect

Mon, Aug 26, 2:54 PM

Hey can you chat?

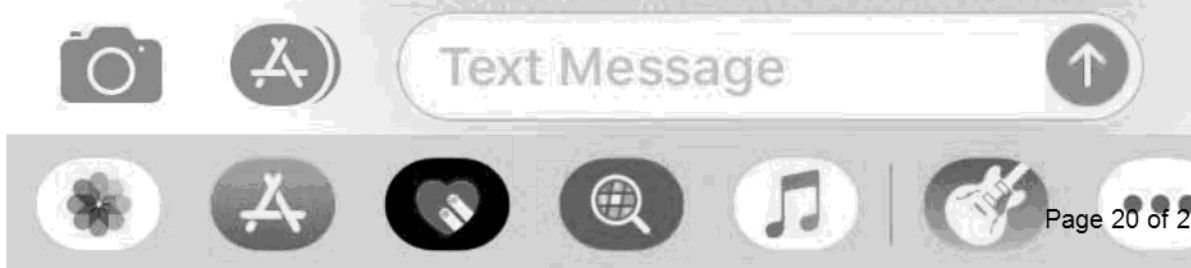
Fri, Sep 6, 10:32 AM

Just checking in. Are we still on for 11-11:30 to listen to read?

Yes, closer to 11:30, I thinking.
Coming along.

[Redacted text block]

Any chance we can use his





Neil >

s.22



Any chance we can use his

s.22

No problem with time!

le 11:30

s.22

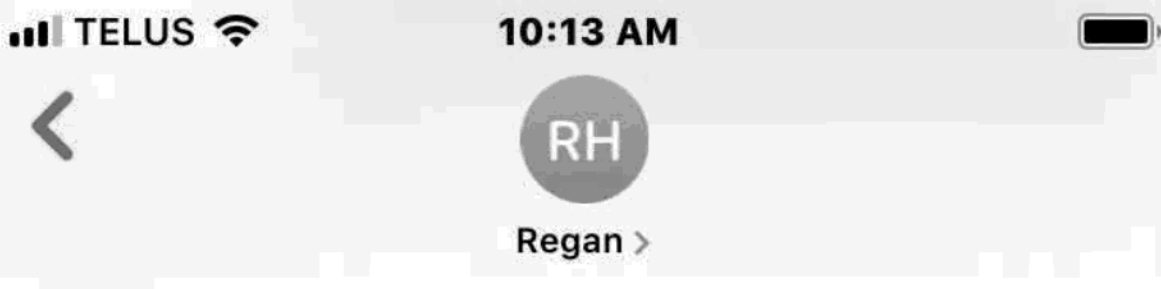
Going to be closer to noon.
Obviously we were too
aggressive on the timeline.
Sorry to keep stretching you.

Yes no problem... just working
at my desk



Text Message





Thu, Aug 15, 1:03 PM

Sorry, I can't talk right now.

Ok I'll send an email

Tue, Sep 10, 12:25 PM

Any chance you're available at 3 pm?

Tue, Sep 10, 2:39 PM

s.22

s.22

No problem.

s.22

s.22

Wed, Sep 11, 7:38 PM

Hey

s.22

hope you're



iMessage





Jeff >

Text Message
Thu, Aug 1, 5:07 PM

Are you sure Nammi will be in office for 8:30 on Tuesday?

s.22

Fri, Sep 20, 1:07 PM

Have you heard about ad campaign ICBC union launched? It's called 'Driving Public'.

Sorry it was launched in July



Text Message

