

## ASC - Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	2020-01-23	Campaign:	WorkBC
Submission Type:	Initial Review <input checked="" type="checkbox"/>	Final Review	<input type="checkbox"/>

### Contact Information

GCPE Contact:	Phone: 250-896-6348
Kyla Kelch	Email: <a href="mailto:Kyla.Kelch@gov.bc.ca">Kyla.Kelch@gov.bc.ca</a>
Submitted by:	Phone: 778-678-6869
John Kirby	Email: <a href="mailto:John@repattern.ca">John@repattern.ca</a>

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>18 - WorkBC</b>	\$300,000	From: TBD	To: TBD

### Submission Information (list all items being reviewed)


Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Right for You – FB/IG with 6 sec: Chelsea	<b>18-18</b>	<b>Digital</b>	
Right for You – FB/IG with static: Chelsea	<b>18-19</b>	<b>Digital</b>	
Right for You – FB/IG with 15 sec: Chelsea	<b>18-20</b>	<b>Digital</b>	
Right for You – IG Story: Chelsea	<b>18-21</b>	<b>Digital</b>	
Right for You – Snapchat Story: Chelsea	<b>18-22</b>	<b>Digital</b>	
Right for You – FB/IG with 6 sec: Duncan	<b>18-23</b>	<b>Digital</b>	

Right for You – FB/IG with static: Duncan	<b>18-24</b>	<b>Digital</b>	
Right for You – FB/IG with 15 sec: Duncan	<b>18-25</b>	<b>Digital</b>	
Right for You – IG Story: Duncan	<b>18-26</b>	<b>Digital</b>	
Right for You – FB/IG with 6 sec: Teresa	<b>18-27</b>	<b>Digital</b>	
Right for You – FB/IG with static: Teresa	<b>18-28</b>	<b>Digital</b>	
Right for You – FB/IG with 15 sec: Teresa	<b>18-29</b>	<b>Digital</b>	
Right for You – IG Story: Teresa	<b>18-30</b>	<b>Digital</b>	
Right for You – FB/IG with 6 sec: Jass	<b>18-31</b>	<b>Digital</b>	
Right for You – FB/IG with static: Jass	<b>18-32</b>	<b>Digital</b>	
Right for You – IG Story: Jass	<b>18-33</b>	<b>Digital</b>	
Right for You – FB/IG with 6 sec: Brion	<b>18-34</b>	<b>Digital</b>	
Right for You – FB/IG with static: Brion	<b>18-35</b>	<b>Digital</b>	
Right for You – IG Story: Brion	<b>18-36</b>	<b>Digital</b>	
Right for You – FB/IG with 6 sec: Yat	<b>18-37</b>	<b>Digital</b>	
Right for You – FB/IG with 15 sec: Yat	<b>18-38</b>	<b>Digital</b>	
Right for You – FB/IG with static: Yat	<b>18-39</b>	<b>Digital</b>	
Right for You – IG Story: Yat	<b>18-40</b>	<b>Digital</b>	
<b>Campaign Content</b>			
<input checked="" type="checkbox"/> GCPE confirms that all facts, claims and statistical data contained in the submitted advertising materials are accurate.		<input type="checkbox"/> Supporting documentation submitted with review request.	

### INITIAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Not Partisan

Date (YYYY-MM-DD): 2020-01-28

Signature: 

### FINAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Choose an option

Date (YYYY-MM-DD):

Signature:

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Choose an option	
2	Objective, factual and engages	Meets		Choose an option	
3	Free from partisan slogans, images and identifiers	Meets		Choose an option	
4	Free from partisan bias or party affiliation	Meets		Choose an option	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Choose an option	
6	Colour of the governing party not used in a dominant way	Meets		Choose an option	

## ASC - Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	2020-01-23	Campaign:	WorkBC
Submission Type:	Initial Review <input type="checkbox"/>	Final Review	<input checked="" type="checkbox"/>

### Contact Information

GCPE Contact:	Phone: 250-896-6348
Kyla Kelch	Email: <a href="mailto:Kyla.Kelch@gov.bc.ca">Kyla.Kelch@gov.bc.ca</a>
Submitted by:	Phone: 778-678-6869
John Kirby	Email: <a href="mailto:John@repattern.ca">John@repattern.ca</a>

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>18 - WorkBC</b>	\$300,000	From: TBD	To: TBD

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Right for You – FB/IG with static: Chelsea	<b>18-19</b>	<b>Digital</b>	<b>2 images for each FB and IG ad</b>
Right for You – FB/IG with static: Duncan	<b>18-24</b>	<b>Digital</b>	<b>2 images for each FB and IG ad</b>
Right for You – FB/IG with static: Teresa	<b>18-28</b>	<b>Digital</b>	<b>2 images for each FB and IG ad</b>
Right for You – FB/IG with static: Jass	<b>18-32</b>	<b>Digital</b>	<b>2 images for each FB and IG ad</b>
Right for You – FB/IG with static: Yat	<b>18-39</b>	<b>Digital</b>	<b>2 images for each FB and IG ad</b>



### Campaign Content

☒ GCPE confirms that all facts, claims and statistical data contained in the submitted advertising materials are accurate.

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Supporting documentation submitted with review request.

### INITIAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Choose an option

Date (YYYY-MM-DD):

Signature:

### FINAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Not Partisan

Date (YYYY-MM-DD): 2020-01-30

Signature:

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Choose an option		Meets	
2	Objective, factual and engages	Choose an option		Meets	
3	Free from partisan slogans, images and identifiers	Choose an option		Meets	
4	Free from partisan bias or party affiliation	Choose an option		Meets	

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Choose an option		Meets	
6	Colour of the governing party not used in a dominant way	Choose an option		Meets	

## ASC - Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD): 2020-01-27	Campaign: WorkBC
Submission Type: Initial Review <input checked="" type="checkbox"/>	Final Review <input checked="" type="checkbox"/>

### Contact Information

GCPE Contact:	Phone: 250-896-6348
Kyla Kelch	Email: <a href="mailto:Kyla.Kelch@gov.bc.ca">Kyla.Kelch@gov.bc.ca</a>
Submitted by:	Phone: 778-678-6869
John Kirby	Email: <a href="mailto:John@repattern.ca">John@repattern.ca</a>

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>18 - WorkBC</b>	\$300,000	From: TBD	To: TBD

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Right for You – Chatterhigh	<b>18-41</b>	<b>Digital</b>	


### Campaign Content

<input checked="" type="checkbox"/> GCPE confirms that all facts, claims and statistical data contained in the submitted advertising materials are accurate.	<input type="checkbox"/> Supporting documentation submitted with review request.
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### INITIAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Not Partisan


Date (YYYY-MM-DD): 2020-01-28

Signature: 

### FINAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Not Partisan

Date (YYYY-MM-DD): 2020-01-28

Signature: 

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	
2	Objective, factual and engages	Meets		Meets	
3	Free from partisan slogans, images and identifiers	Meets		Meets	
4	Free from partisan bias or party affiliation	Meets		Meets	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	
6	Colour of the governing party not used in a dominant way	Meets		Meets	



## ASC - Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	2020-01-05	Campaign:	EraseBC
Submission Type:	Initial Review <input checked="" type="checkbox"/>	Final Review	<input checked="" type="checkbox"/>

### Contact Information

GCPE Contact:	Phone: 250-896-6348
Kyla Kelch	Email: Kyla.Kelch@gov.bc.ca
Submitted by:	Phone: 778-678-6869
John Kirby	Email: John@repattern.ca

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>19 - EraseBC</b>	\$ 300,000	From: 2020-01-07	To: 2020-03-31

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
School – Miss School	19-32	Digital	15 second video
School – Anxious	19-33	Digital	15 second video
School – Can't Sleep	19-34	Digital	15 second video



### Campaign Content

☒ GCPE confirms that all facts, claims and statistical data contained in the submitted advertising materials are accurate.

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Supporting documentation submitted with review request.

### INITIAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Not Partisan

Date (YYYY-MM-DD): 2019-01-07

Signature:

### FINAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Not Partisan

Date (YYYY-MM-DD): 2019-01-07

Signature:

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	
2	Objective, factual and engages	Meets		Meets	
3	Free from partisan slogans, images and identifiers	Meets		Meets	
4	Free from partisan bias or party affiliation	Meets		Meets	

	<b>Non-partisan Review Criteria</b>	<b>Initial Review</b>	<b>Comments</b>	<b>Final Review</b>	<b>Comments</b>
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	
6	Colour of the governing party not used in a dominant way	Meets		Meets	

## ASC - Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD): 2019-12-19	Campaign: Cannabis
Submission Type: Initial Review <input checked="" type="checkbox"/>	Final Review <input checked="" type="checkbox"/>

### Contact Information

GCPE Contact:	Phone: 250-896-6348
Kyla Kelch	Email: Kyla.Kelch@gov.bc.ca
Submitted by:	Phone: 778-678-6869
John Kirby	Email: John@repattern.ca

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):
<b>25 – Cannabis</b>	\$300,000	From: 2019-12-20 To: 2020-01-17

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Safe Use – Social Media	<b>25-03</b>	<b>Digital</b>	<b>Facebook and Instagram versions</b>
Safe Storage – Social Media	<b>25-04</b>	<b>Digital</b>	<b>Facebook and Instagram versions</b>
Drug Affected Driving – Social Media	<b>25-05</b>	<b>Digital</b>	<b>Facebook and Instagram versions</b>
Buy Legal – Social Media	<b>25-06</b>	<b>Digital</b>	<b>Facebook and Instagram versions</b>



### Campaign Content

☒ GCPE confirms that all facts, claims and statistical data contained in the submitted advertising materials are accurate.

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Supporting documentation submitted with review request.

### INITIAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Partisan

Date (YYYY-MM-DD): 2019-12-19

Signature:

### FINAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Not Partisan

Date (YYYY-MM-DD): 2019-12-19

Signature:

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	
2	Objective, factual and engages	Meets		Meets	
3	Free from partisan slogans, images and identifiers	Meets		Meets	
4	Free from partisan bias or party affiliation	Meets		Meets	

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	
6	Colour of the governing party not used in a dominant way	Does not meet	Creative 25-05 Affected Driving Instagram uses the colour of the governing party (orange) in a dominant way.	Meets	The colour of Creative 25-05 Affected Driving Instagram was changed to meet this criterion.

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	202019-01-05	Campaign:	EraseBC
Submission Type:	Initial Review <input checked="" type="checkbox"/>	Final Review	<input checked="" type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Kyla Kelch	Phone: 250-896-6348
	Email: Kyla.Kelch@gov.bc.ca
Reviewed by: John Kirby	Phone: 778-678-6869
	Email: john@repattern.ca


### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>19 - EraseBC</b>	\$ 300,000	From: 2020-01-07	To: 2020-03-31


### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
School – Miss School	19-32	Digital	15 second video
School – Anxious	19-33	Digital	15 second video
School – Can't Sleep	19-34	Digital	15 second video

### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan	Date (YYYY-MM-DD): 2020-01-05	Signature: 
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### FINAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan	Date (YYYY-MM-DD): 2020-01-05	Signature: 
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	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	Informs and provides information to help students.
2	Objective, factual and engages	Meets		Meets	Provides links to information on <a href="http://erase.gov.bc.ca">erase.gov.bc.ca</a>
3	Free from partisan slogans, images and identifiers	Meets		Meets	No references found.
4	Free from partisan bias or party affiliation	Meets		Meets	No references found
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	No references found.
6	Colour of the governing party must not be used in a dominant way	Meets	.	Meets	Colour of governing party not used in a dominant way.



## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD): 2020-01-29	Campaign: BuyBC
Submission Type: Initial Review <input type="checkbox"/>	Final Review <input checked="" type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Adrienne Watt	Phone: 250-886-0710
	Email: Adrienne.Watt@gov.bc.ca
Reviewed by: John Kirby	Phone: 778-678-6869
	Email: john@repattern.ca

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>13 – BuyBC</b>	\$ 300,000	From: TBD	To: TBD

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
BuyBC – Tacos – 15 sec Video	<b>13-32</b>	<b>Digital</b>	<b>Will be used in multiple digital formats</b>
BuyBC – Stir Fry – 15 sec Video	<b>13-33</b>	<b>Digital</b>	<b>Will be used in multiple digital formats</b>
BuyBC - Soup - 15 sec Video	<b>13-34</b>	<b>Digital</b>	<b>Will be used in multiple digital formats</b>
BuyBC - Smoothie - 15 sec Video	<b>13-35</b>	<b>Digital</b>	<b>Will be used in multiple digital formats</b>
BuyBC - Paneer - 15 sec Video	<b>13-36</b>	<b>Digital</b>	<b>Will be used in multiple digital formats</b>

BuyBC -Crisp - 15 sec Video	13-37	Digital	Will be used in multiple digital formats
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### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan

Date (YYYY-MM-DD): 2020-01-13

Signature:



### FINAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan

Date (YYYY-MM-DD): 2020-01-29

Signature:



	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets	Promotes BC Food Sector as part of BC economy.	Meets	Promotes BC Food Sector as part of BC economy.
2	Objective, factual and engages	Meets	Engages citizens to select BC food and beverage products and provides BuyBC URL.	Meets	Engages citizens to select BC food and beverage products and provides BuyBC URL.
3	Free from partisan slogans, images and identifiers	Meets	No references found.	Meets	No references found.
4	Free from partisan bias or party affiliation	Meets	No references found.	Meets	No references found.
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets	No references found.	Meets	No references found.

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
6	Colour of the governing party must not be used in a dominant way	Meets	Colour of governing party not used in a dominant way.	Meets	Colour of governing party not used in a dominant way.

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD): 2020-01-21	Campaign: WorkBC
Submission Type: Initial Review <input checked="" type="checkbox"/>	Final Review <input type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Kyla Kelch	Phone: 250-896-6348
	Email: Kyla.Kelch@gov.bc.ca
Reviewed by:	Phone: 778-678-6869
John Kirby	Email: john@repattern.ca

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>18 - WorkBC</b>	\$ 250,000	From: TBD	To: TBD


### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Right for You - Duncan; 15 sec video	<b>18-09</b>	<b>Digital</b>	
Right for You - Chelsea: 15 sec video	<b>18-10</b>	<b>Digital</b>	<b>Two versions for review</b>
Right for You - Teresa: 6 sec video	<b>18-11</b>	<b>Digital</b>	
Right for You - Chelsea: 6 sec video	<b>18-12</b>	<b>Digital</b>	
Right for You - Duncan: 6 sec video	<b>18-13</b>	<b>Digital</b>	



Right for You - Jass: 6 sec video	<b>18-14</b>	<b>Digital</b>	
Right for You - Brion: 6 sec video	<b>18-15</b>	<b>Digital</b>	
Right for You - Yat: 6 sec video	<b>18-16</b>	<b>Digital</b>	

### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan	Date (YYYY-MM-DD): 2020-01-21	Signature: 
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### FINAL REVIEW RESULTS (GCPE Review)

Determination: Choose an option	Date (YYYY-MM-DD):	Signature:
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	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets	Provides information on jobs, training and job supports.		
2	Objective, factual and engages	Meets	Provides link to website for further information.		
3	Free from partisan slogans, images and identifiers	Meets	No references found.		
4	Free from partisan bias or party affiliation	Meets	No references found		

	<b>Non-partisan Review Criteria</b>	<b>Initial Review</b>	<b>Comments</b>	<b>Final Review</b>	<b>Comments</b>
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets	No references found		
6	Colour of the governing party must not be used in a dominant way	Meets	No images for review.		

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	2020-01-23	Campaign:	WorkBC
Submission Type:	Initial Review <input checked="" type="checkbox"/>	Final Review	<input type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Kyla Kelch	Phone: 250-896-6348
	Email: Kyla.Kelch@gov.bc.ca
Reviewed by: John Kirby	Phone: 778-678-6869
	Email: john@repattern.ca

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>18 - WorkBC</b>	\$ 250,000	From: TBD	To: TBD


### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Right for You – FB/IG with 6 sec: Chelsea	<b>18-18</b>	<b>Digital</b>	
Right for You – FB/IG with static: Chelsea	<b>18-19</b>	<b>Digital</b>	
Right for You – FB/IG with 15 sec: Chelsea	<b>18-20</b>	<b>Digital</b>	
Right for You – IG Story: Chelsea	<b>18-21</b>	<b>Digital</b>	
Right for You – Snapchat Story: Chelsea	<b>18-22</b>	<b>Digital</b>	
Right for You – FB/IG with 6 sec: Duncan	<b>18-23</b>	<b>Digital</b>	

Right for You – FB/IG with static: Duncan	<b>18-24</b>	<b>Digital</b>	
Right for You – FB/IG with 15 sec: Duncan	<b>18-25</b>	<b>Digital</b>	
Right for You – IG Story: Duncan	<b>18-26</b>	<b>Digital</b>	
Right for You – FB/IG with 6 sec: Teresa	<b>18-27</b>	<b>Digital</b>	
Right for You – FB/IG with static: Teresa	<b>18-28</b>	<b>Digital</b>	
Right for You – FB/IG with 15 sec: Teresa	<b>18-29</b>	<b>Digital</b>	
Right for You – IG Story: Teresa	<b>18-30</b>	<b>Digital</b>	
Right for You – FB/IG with 6 sec: Jass	<b>18-31</b>	<b>Digital</b>	
Right for You – FB/IG with static: Jass	<b>18-32</b>	<b>Digital</b>	
Right for You – IG Story: Jass	<b>18-33</b>	<b>Digital</b>	
Right for You – FB/IG with 6 sec: Brion	<b>18-34</b>	<b>Digital</b>	
Right for You – FB/IG with static: Brion	<b>18-35</b>	<b>Digital</b>	
Right for You – IG Story: Brion	<b>18-36</b>	<b>Digital</b>	
Right for You – FB/IG with 6 sec: Yat	<b>18-37</b>	<b>Digital</b>	
Right for You – FB/IG with 15 sec: Yat	<b>18-38</b>	<b>Digital</b>	
Right for You – FB/IG with static: Yat	<b>18-39</b>	<b>Digital</b>	
Right for You – IG Story: Yat	<b>18-40</b>	<b>Digital</b>	



### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan	Date (YYYY-MM-DD): 2020-01-23	Signature: 
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### FINAL REVIEW RESULTS (GCPE Review)

Determination: Choose an option	Date (YYYY-MM-DD):	Signature:
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	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets	Provides information on jobs, training and job supports at WorkBC.		
2	Objective, factual and engages	Meets	Provides link to website for further information.		
3	Free from partisan slogans, images and identifiers	Meets	No references found		
4	Free from partisan bias or party affiliation	Meets	No references found		
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets	No references found		
6	Colour of the governing party must not be used in a dominant way	Meets	Colour of governing party not used in a dominant way.		

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date:	2019-12-19	Campaign:	Cannabis
Submission Type:	Initial Review <input checked="" type="checkbox"/>	Final Review	<input checked="" type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Kyla Kelch	Phone: 778-698-8674
	Email: Kyla.Kelch@gov.bc.ca
Reviewed by: John Kirby	Phone: 250-896-6348
	Email: john@repattern.ca

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>25 - Cannabis</b>	\$250,000	From: 2019-12-20	To: 2020-01-17

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Safe Use – Social Media	<b>25-03</b>	Digital	Facebook and Instagram versions
Safe Storage – Social Media	<b>25-04</b>	Digital	Facebook and Instagram versions
Drug Affected Driving – Social Media	<b>25-06</b>	Digital	Facebook and Instagram versions
Buy Legal – Social Media	<b>25-04</b>	Digital	Facebook and Instagram versions

### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan

Date (YYYY-MM-DD): 2019-12-19

Signature: 

### FINAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan

Date (YYYY-MM-DD): 2019-12-19

Signature: 

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	Encourages specific social behaviour in the public interest regarding cannabis use, storage, driving and purchase.
2	Objective, factual and engages	Meets		Meets	Contain reliable information and promotes website for further information.
3	Free from partisan slogans, images and identifiers	Meets		Meets	No references found.
4	Free from partisan bias or party affiliation	Meets		Meets	No references found.
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	No references found.
6	Colour of the governing party must not be used in a dominant way	Meets		Meets	Colour of governing party not used in a dominant way.

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	2019-12-09	Campaign:	UNDRIP
Submission Type:	Initial Review <input checked="" type="checkbox"/>	Final Review	<input type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Kathryn LeSueur	Phone: 778-698-8674
	Email: Kathryn.Lesueur@gov.bc.ca
Reviewed by: John Kirby	Phone: 778-678-6869
	Email: john@repattern.ca

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>28 - UNDRIP</b>	\$ 85,000	From: 2019-12-09	To: 2019-12-22

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Video	28-05	Digital	To be aired on FB and YouTube and other networks/platforms. URL to website to be added in final executions.

### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan

Date (YYYY-MM-DD): 2019-12-09

Signature: 

### FINAL REVIEW RESULTS (GCPE Review)

Determination: Choose an option

Date (YYYY-MM-DD):

Signature:

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets	Provides information on new Legislation.	Choose an option	
2	Objective, factual and engages	Meets	Will need to see final composition in specific media that includes link to Website.	Choose an option	
3	Free from partisan slogans, images and identifiers	Meets	No references found.	Choose an option	
4	Free from partisan bias or party affiliation	Meets	No references found	Choose an option	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets	No references found	Choose an option	
6	Colour of the governing party must not be used in a dominant way	Meets	Colour of governing party not used in a dominant way.	Choose an option	

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD): 2019-12-16	Campaign: UNDRIP
Submission Type: Initial Review <input type="checkbox"/>	Final Review <input checked="" type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Kathryn LeSueur	Phone: 778-698-8674
	Email: Kathryn.Lesueur@gov.bc.ca
Reviewed by: John Kirby	Phone: 778-678-6869
	Email: john@repattern.ca

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>28 - UNDRIP</b>	\$ 85,000	From: 2019-12-09	To: 2019-12-22

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Video	<b>28-05</b>	<b>Digital</b>	<b>To be aired on FB and YouTube and other networks/platforms. URL to website to be added in final executions.</b>

### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan

Date (YYYY-MM-DD): 2019-12-09

Signature: 

### FINAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan

Date (YYYY-MM-DD): 2019-12-16

Signature: 

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets	Provides information on new Legislation.	Meets	Provides information on new Legislation.
2	Objective, factual and engages	Meets	Will need to see final composition in specific media that includes link to Website.	Meets	Will need to approve the specific ads that use the video to ensure they include the link to Website.
3	Free from partisan slogans, images and identifiers	Meets	No references found.	Meets	No references found.
4	Free from partisan bias or party affiliation	Meets	No references found	Meets	No references found
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets	No references found	Meets	No references found

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
6	Colour of the governing party must not be used in a dominant way	Meets	Colour of governing party not used in a dominant way.	Meets	Colour of governing party not used in a dominant way.



## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD): 2019-12-13	Campaign: UNDRIP
Submission Type: Initial Review <input type="checkbox"/>	Final Review <input checked="" type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Stephanie Field	Phone: 250-886-2104
	Email: Stephanie.Field@gov.bc.ca
Reviewed by: John Kirby	Phone: 778-678-6869
	Email: john@repattern.ca

### Campaign Information


Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>28 - UNDRIP</b>	\$ 85,000	From: 2019-12-09	To: 2019-12-22

### Submission Information (list all items being reviewed)


Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Quote Graphic - Greg D'Avignon	<b>28-07</b>	<b>Digital</b>	<b>Used in Instagram and Facebook Carousel</b>
Quote Graphic - Judy Wilson	<b>28-08</b>	<b>Digital</b>	<b>Used in Instagram and Facebook Carousel</b>
Quote Graphic - Mary-Ellen Turpel Lafond	<b>28-09</b>	<b>Digital</b>	<b>Used in Facebook Carousel without quote</b>
Quote Graphic - Terry Teegee	<b>28-10</b>	<b>Digital</b>	<b>Used in Facebook Carousel without quote</b>

Quote Graphic - Val Litwin,	<b>28-11</b>	<b>Digital</b>	<b>Used in Instagram and Facebook Carousel</b>
Quote Graphic - Khelsilem	<b>28-12</b>	<b>Digital</b>	<b>Used in Instagram and Facebook Carousel</b>

### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Partisan	Date (YYYY-MM-DD): 2019-12-09	Signature: 
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### FINAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan	Date (YYYY-MM-DD): 2019-12-13	Signature: 
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	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets	Provides information on new Legislation.	Meets	Provides information on new Legislation.
2	Objective, factual and engages	Does not meet	Version 28-09 requires validation of statement “for justice and human rights in BC” and all final versions will need URL to website.	Meets	Version 28-09 will not be used in Instagram Carousel.
3	Free from partisan slogans, images and identifiers	Meets	No references found.	Meets	No references found.
4	Free from partisan bias or party affiliation	Does not meet	Version 28-10 use of “this government” is self-congratulatory.	Meets	Version 28-10 will not be used in Instagram Carousel.

	<b>Non-partisan Review Criteria</b>	<b>Initial Review</b>	<b>Comments</b>	<b>Final Review</b>	<b>Comments</b>
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets	No references found	Meets	No references found.
6	Colour of the governing party must not be used in a dominant way	Meets	Colour of governing party not used in a dominant way.	Meets	Colour of governing party not used in a dominant way.

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD): 2019-12-13	Campaign: UNDRIP
Submission Type: Initial Review <input checked="" type="checkbox"/>	Final Review <input checked="" type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Stephanie Field	Phone: 250-886-2104
	Email: Stephanie.Field@gov.bc.ca
Reviewed by: John Kirby	Phone: 778-678-6869
	Email: john@repattern.ca


### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>28 - UNDRIP</b>	\$ 85,000	From: 2019-12-09	To: 2019-12-22


### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
DRIPA Facebook Static	<b>28-13</b>	<b>Digital</b>	<b>Two sizes</b>

### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan	Date (YYYY-MM-DD): 2019-12-13	Signature: 
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### FINAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan	Date (YYYY-MM-DD): 2019-12-13	Signature: 
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	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets	Provides information on new Legislation.	Meets	Provides information on new Legislation.
2	Objective, factual and engages	Meets	Provides link to website	Meets	Provides link to website
3	Free from partisan slogans, images and identifiers	Meets	No references found.	Meets	No references found.
4	Free from partisan bias or party affiliation	Meets	No references found	Meets	No references found
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets	No references found	Meets	No references found.
6	Colour of the governing party must not be used in a dominant way	Meets	Colour of governing party not used in a dominant way.	Meets	Colour of governing party not used in a dominant way.

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD): 2019-12-19	Campaign: UNDRIP
Submission Type: Initial Review <input type="checkbox"/>	Final Review <input checked="" type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Stephanie Field	Phone: 250-886-2104
	Email: Stephanie.Field@gov.bc.ca
Reviewed by: John Kirby	Phone: 778-678-6869
	Email: john@repattern.ca


### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>28 - UNDRIP</b>	\$ 85,000	From: 2019-12-20	To: TBD


### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
DRIPA – Social Media Post (with Video)	<b>28-14</b>	<b>Digital</b>	<b>YouTube and Twitter versions</b>

### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan	Date (YYYY-MM-DD): 2019-12-09	Signature: 
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### FINAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan	Date (YYYY-MM-DD): 2019-12-19	Signature: 
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	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets	Provides information on new Legislation.	Meets	Provides information on new Legislation.
2	Objective, factual and engages	Meets	Provides link to website for additional information.	Meets	Provides link to website for additional information.
3	Free from partisan slogans, images and identifiers	Meets	No references found.	Meets	No references found.
4	Free from partisan bias or party affiliation	Meets	No references found.	Meets	No references found.
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets	No references found	Meets	No references found
6	Colour of the governing party must not be used in a dominant way	Meets	Colour of governing party not used in a dominant way.	Meets	Colour of governing party not used in a dominant way.

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD): 2019-12-10	Campaign: Housing
Submission Type: Initial Review <input checked="" type="checkbox"/>	Final Review <input checked="" type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Kathryn LeSueur	Phone: 778-698-8674
	Email: Kathryn.Lesueur@gov.bc.ca
Reviewed by: John Kirby	Phone: 778-678-6869
	Email: john@repattern.ca

### Campaign Information


Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>32- Housing</b>	\$ 1,000	From: 2019-12-16	To: TBD

### Submission Information (list all items being reviewed)


Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Nanaimo Facebook Boost	<b>32-01</b>	<b>Digital</b>	



### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan	Date (YYYY-MM-DD): 2019-12-10	Signature: 
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### FINAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan	Date (YYYY-MM-DD): 201-12-10	Signature: 
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	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	Provides information on supports available in community.
2	Objective, factual and engages	Meets		Meets	Provides link to additional information.
3	Free from partisan slogans, images and identifiers	Meets		Meets	No references found.
4	Free from partisan bias or party affiliation	Meets		Meets	No references found.
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	No references found.
6	Colour of the governing party must not be used in a dominant way	Meets		Meets	Colour of governing party not used in a dominant way.

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD): 2019-12-23	Campaign: MSP
Submission Type: Initial Review <input checked="" type="checkbox"/>	Final Review <input type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Kathryn LeSueur	Phone: 778-698-8674
	Email: Kathryn.LeSueur@gov.bc.ca
Reviewed by:	Phone: 778-678-6869
John Kirby	Email: john@repattern.ca

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>33- MSP</b>	\$ 2,000	From: TBD	To: TBD

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
MSP – Cellphone Animation	<b>33-01</b>	<b>Digital</b>	
MSP – Receipt Animation	<b>33-02</b>	<b>Digital</b>	
MSP – Fireworks Animation	<b>33-03</b>	<b>Digital</b>	

### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan

Date (YYYY-MM-DD): 2019-12-23

Signature:



### FINAL REVIEW RESULTS (GCPE Review)

Determination: Choose an option

Date (YYYY-MM-DD):

Signature:

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets	Informs public regarding elimination of MSP premiums.	Choose an option	
2	Objective, factual and engages	Meets	<p>The statement: "You will never have to pay MSP Fees again. Ever" requires supporting information that substantiates that MSP fees will never be reinstated by any future BC government.</p> <p>A link to supporting information would also be required for the public.</p> <p>Updated version approved.</p>	Choose an option	

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
3	Free from partisan slogans, images and identifiers	Meets	No references found.	Choose an option	
4	Free from partisan bias or party affiliation	Meets	No references found.	Choose an option	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets	No references found.	Choose an option	
6	Colour of the governing party must not be used in a dominant way	Meets	Colour of governing party not used in a dominant way.	Choose an option	

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	2020-01-29	Campaign:	BC Parks
Submission Type:	Initial Review <input checked="" type="checkbox"/>	Final Review	<input checked="" type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Erin Action	Phone: 238-478-2011
	Email: Erin.Acton@gov.bc.ca
Reviewed by: John Kirby	Phone: 778-678-6869
	Email: john@repattern.ca


### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>36 – BC Parks</b>	\$ 800	From: 2020-01-29	To: 2020-02-03


### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
BC Parks – License Plates Facebook Boost	<b>36-01</b>	<b>Digital</b>	

### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan	Date (YYYY-MM-DD): 2020-01-29	Signature: 
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### FINAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan	Date (YYYY-MM-DD): 2020-01-29	Signature: 
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	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	Provides information and link to further information on license plate program.
2	Objective, factual and engages	Meets		Meets	
3	Free from partisan slogans, images and identifiers	Meets		Meets	No references found.
4	Free from partisan bias or party affiliation	Meets		Meets	No references found
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	No references found
6	Colour of the governing party must not be used in a dominant way	Meets		Meets	Colour of governing party not used in a dominant way.