

Do you like all this messaging? Type of language we want to more infuse into brief

Background from Clean BC's website

Clean BC.

Our nature. Our power. Our future.

Reducing Pollution. Powering Our Future.

CleanBC helps us use more clean and renewable energy in how we get around, heat our homes, and fuel our industry — setting us on the path to a cleaner, brighter future.

Making electric cars more affordable, investing in charging stations, and shifting to renewable fuels

We're moving to a future where new vehicles produce no air pollution at all. To get there faster, we are helping people afford cleaner cars and save money on fuel with incentive programs, and making it easier to charge or fuel them.

We're speeding up the switch to cleaner fuels at the gas pump. And building new, cleaner transportation technology and infrastructure means new economic opportunities and less time in gridlock, which is good for families and businesses.

Speed up the switch to cleaner fuels

- Make our fuel cleaner by increasing the low carbon fuel standard to 20% by 2030 and increasing the supply of renewable transportation fuels
- Make vehicles run cleaner by increasing tailpipe emissions standards for vehicles sold after 2025

Bring down the price of clean vehicles

- Just over 20 years from now, every new car sold in B.C. will be a zero-emission vehicle (ZEV)
- Help people to afford cleaner cars with ZEV incentives and save money on gasoline
- Make it easier to charge or fuel a ZEV

We're making sure more people are able to afford to purchase a zero emission vehicle. You may be eligible for up to \$6,000 if your next purchase is an electric or plug-in hybrid electric car.

BRIEF OUTLINE

Help: British Columbians

To: contribute even more in creating a cleaner, brighter future for BC

By: making electric cars more affordable

Help: British Columbians

To: realize their aspirations for a cleaner, brighter future

By: making electric cars more affordable

Help: British Columbians

To: realize their own aspirations for a cleaner, brighter future for BC

By: making electric cars more affordable

If we need to use the Get format:

Get: (Middle class) British Columbians

To: contribute even more to creating a cleaner, brighter future for BC

By: helping make electric vehicles more affordable

Insight

British Columbians want to do their part in protecting our environment and creating a better future for BC, but doing the right thing often comes at a personal cost. Whether you're choosing organic, green friendly laundry soap, or buying an EV, our desire to do good comes at a premium.

Key Message

A cleaner, brighter BC is within our reach

Or ...

With Clean BC's smart programs and incentives, a cleaner and brighter BC is within our reach

From: [Neil McPhedran](#)
To: [Gibbs, Robb GCPE:EX](#); [LeSueur, Kathryn GCPE:EX](#)
Cc: [Elizabeth Whalen](#); [Geoff Dawson](#)
Subject: EV - Round #2
Date: April 24, 2019 11:16:01 AM

Hi Robb and Kathryn.

I just sent each of you a text as well. I'm hoping we can connect later today or first thing tomorrow to circle back on the feedback from our call today, but also to revisit in the context of the brief?

We discussed the feedback and revisited the brief on our end, so we want to ensure we're aligned on the required brief updates.

Good news is we obviously have other ideas. And Liz and Seb already started to think of new approaches as we chatted, but just want to ensure we're conceptually heading in the right direction.

I've attached the brief for reference. Please have a fresh look. Even if a call isn't in the cards today, any specific course corrections on the brief would be appreciated. Feel free to chime in on this thread.

The other bit of direction we would like to get from your end is regarding Clean BC. Beyond EV's (the major focus of this campaign), what are the other "Reasons To Believe" you want us to lean into for Clean BC?

We're confident we can hit the mark with the next round, just want to ensure the brief is aligned so the creative concepts are focused in the right direction.

Thanks.

Neil

Neil McPhedran
[InHouse.Partners](#)

M: 604.364.3644

From: [Neil McPhedran](#)
To: [Gibbs, Robb GCPE:EX](#); [LeSueur, Kathryn GCPE:EX](#)
Subject: EV discussion notes for call
Date: April 26, 2019 9:40:21 AM
Attachments: [CleanBC EV_brief V2 discussion notes.pdf](#)

Hi folks.

For our call, I've attached some discussion notes. In the spirit of agility and iterative collaboration, I thought this was the best way to focus our discussion.

Talk at 10am.

Thanks.

Neil

ELECTRIC VEHICLE INCENTIVE PROGRAM

Government Communications & Public Engagement

CONCEPT PRESENTATION

April 24, 2019

OUR JOB:

To get (Middle Class) British Columbians to act now and purchase an electric vehicle. How? By inspiring their inherent aspiration to own an EV and supporting their purchase decision with significant financial incentives.

THE INSIGHT:

British Columbians naturally aspire to own EVs, but they're also conflicted:
is now really the right time to buy?



KEY MESSAGE:

**Thanks (in part) to the BC Government,
the time to buy an EV is now.**

WHAT YOU'LL SEE TODAY (Four territories):

- 1 | Demonstrates that when it comes to doing our part in helping keep BC clean, we should not be waiting.
- 2 | Demonstrates that BCers do whatever is necessary to keep BC as beautiful as can be without any incentive or reward... until now.
- 3 | Demonstrates it's never been a better time to discover electric.
- 4 | Demonstrates that when it comes to smashing the stereotypes that EVs are financially out of reach, we're going to normalize not only the vehicles – but the very people who drive them.

IDEA 1

IDEA | No More Waiting

From a very young age, we've been told (and reminded) to wait for things. All this waiting has made us good at, well, waiting. But when it comes to doing our part in helping keep BC clean, we should not be so content with waiting. On the contrary, waiting is the last thing we should be comfortable doing.



TV :30 | No More Waiting

This would be quick cuts between vignettes and VOs to really hammer home how much we've had to wait for things our whole lives. We would explore a combination of stock footage and live action to create the vignettes.

VO: In life, we've become accustomed to waiting.
Whether it's waiting our turn...

VIDEO: We see a closeup of woman's hand in a bakery.
She's holding ticket #112.

VO: Waiting in line – or even this line....

VIDEO: We cut to long line-up at a coffee - and an even longer
line-up at the airport.

VO: We wait for the easter bunny...

VIDEO: We see a kid hiding in closet to catch the easter bunny...

VO: ...the tooth ferry...

VIDEO: We see another kid in bed peering over covers.

VO: ...the tooth doctor...

VIDEO: We see a waiting room at dentist office

VO: ...the doctor doctor.

VIDEO: We cut to a waiting room at a doctor's office – looking very
similar to previous waiting room.

VO: We wait for replies...

VIDEO: Show smartphone with text bubble – like someone is in the
midst of replying to a text message.

VO: We wait for babies to stop their cries.

VIDEO: Baby screaming uncontrollably in public setting.

VO: We wait for our fries.

VIDEO: Someone at drive-thru window – nothing happening

VO: And through it all, we wait...

VIDEO: Cut to someone waiting to use the bathroom

VO: ...we wait...

VIDEO: Theatre curtains closed (maybe spotlight in front, no one
underneath spotlight)

VO: ...we wait...

VIDEO: Baby screaming uncontrollably in public setting.

VO: ...and we wait...

VIDEO: We're back in the bakery. Our hero woman with #112 ticket in
hand leaves bakery empty handed (her number is still dozens
away from being called). As she makes her way out the front
door of the bakery, she notices an electric vehicle cruising
slowly past her. A super appears.

SUPER: Waiting is overrated.
(Alt: Haven't we waited long enough?)

SUPER: There's never been a better time to go electric.
(Alt: Go electric. It's time.)

SUPER/CTA: Learn how incentives can help better your world, by visiting
cleanbc.gov.bc.ca

IDEA 2

IDEA | The Soundtrack of our Goodness

BCers are a motivated bunch. So much so, that keeping BC green has become second nature. We proudly recycle cans, compost, hang dry our clothes, use our own bags and coffee mugs and do whatever deemed necessary to keep BC as beautiful as can be. And the ironic thing? BCers do this without ever reaping any rewards or incentives.



AUDIO References:

<https://www.youtube.com/watch?v=wq5fNGCPDbY>
<https://www.youtube.com/watch?v=7KFIVf79pBM>
<https://www.youtube.com/watch?v=zGrYiMaAlJs&feature=youtu.be>
<https://www.youtube.com/watch?v=aZND9dApFKU>
<https://www.youtube.com/watch?v=rb4oTIYNNHs>
<https://www.youtube.com/watch?v=iVgbHGV5XiY>

TV :30 | The Soundtrack of our Goodness

This is all about creating a soundscape (that builds to an unexpected and heroic Cresendo) from the combined efforts BCers put into helping keep BC green.

VIDEO: We see/hear a woman placing her take away mug on coffee-shop counter.

VIDEO: We see/hear a woman placing her take away mug on coffee-shop counter, then a man closing his Tupperware in front of his laptop at work.

VIDEO: We see/hear a woman placing her take away mug on coffee-shop counter, then a man closing his Tupperware in front of his laptop at work, then a guy putting unshelled peanuts in his cotton bag at a grocery store.

VIDEO: We see/hear a woman placing her take away mug on coffee-shop counter, then a man closing his Tupperware in front of his laptop at work, then a guy putting unshelled peanuts in his cotton bag at a grocery store, then a woman riding her bike in business attire and sounding her bell.

VIDEO: We see/hear a woman placing her take away mug on coffee-shop counter, then a man closing his Tupperware in front of his laptop at work, then a guy putting unshelled peanuts in his cotton bag at a grocery store, then a woman riding her bike in business attire and sounding her bell, then a man scraping food from his plate into the compost.

VIDEO: We see/hear a woman placing her take away mug on coffee-shop counter, then a man closing his Tupperware in front of his laptop at work, then a guy putting unshelled peanuts in his cotton bag at a grocery store, then a woman riding her bike in business attire and sounding her bell, then a man scraping food from his plate into the compost, then a woman hang-drying her clothes on classic clothesline.

VIDEO: We see/hear a woman placing her take away mug on coffee-shop counter, then a man closing his Tupperware in front of his laptop at work, then a guy putting unshelled peanuts in his cotton bag at a grocery store, then a woman riding her bike in business attire and sounding her bell, then a man scraping food from his plate into the compost, then a woman hang-drying her clothes on classic clothesline, then a guy bringing out a blue box filled with recyclables to the curbside....he slowly looks up to see an EV quietly driving by – there's a silence in the air. This last sequence is drawn out for maximum effect/reveal.

SUPER: (over image) **It's time to take the next step.**

SUPER: **It's time to go electric.**

SUPER/CTA: To learn how incentives can impact your world, visit cleanbc.gov.bc.ca.

IDEA 3

IDEA | Car Covers

Generally, people utilize car covers to keep their car looking new and protected from pollutants. But what happens when car covers are used by BCers who not only love their cars, but to a larger extent, their planet? What does this look like? The reveal, albeit fitting, may be surprising.



VIDEO References:
<https://www.youtube.com/watch?v=csgvs16Kz0M>

TV :30 | Car Covers

Visually, we'd tell our story by subtly showing how EVs live in harmony with BC's natural landscapes - and how everyone can now afford to own an EV.

VISUAL: We open on a wide shot of a beautiful BC landscape. Here, we're in front of a beach. We see a 25-35 year old BCer, nonchalantly smiling towards camera.

VISUAL: We cut to another beautiful BC landscape. Maybe, at the foot of trail. We see a 40-something couple (hikers) smiling towards camera.

VISUAL: We cut to someone at the base of a river. Once again, we see a BCer (a fisherman) smiling towards camera.

VISUAL: One more quick cut, this time we're at a vinyard with another BCer (a vinyard worker) smiling towards camera.

VISUAL: We now quickly cut back to our 4 landscapes – and a BCer in each frame pulls a perfectly camouflaged car cover off - to reveal their EVs underneath.

VISUAL: We fade to white.

SUPER: Discover electric. It's time.

SUPER/CTA: Learn how incentives can better your world, by visiting cleanbc.gov.bc.ca

IDEA 4

IDEA | The Joneses

We've all heard the term "keeping up with the Joneses" – a perceived benchmark based on a certain neighbour's accumulation of modern goods. But what if we spun this time-honoured idiom? Or gave it a bit of a much-needed refresher? Because when it comes to smashing the stereotypes that EVs are financially out of reach, we're going to normalize not only the vehicles – but the very people who drive them.



TV :30 | The Joneses

For this concept, imagine the colourful film style of “Pleasantville”. This is all about being upbeat, cheerful and as inclusive and symbyotic as we can be.

- VISUAL: We open in a very happy neighbourhood. We see a woman leaving the house with her dog. As she comes down the front steps, she passes a sign near the mailbox, it reads JONES. The camera pans down to reveal her dog has a doggie shirt with JONES printed on it.
- VISUAL: We cut to see a couple of movers pass through frame in their JONES AND JONES DELIVERY SERVICE tees. They’re carrying a long large package with JONES labelled across the packaging. They reach the front door of a condo and buzz JONES – from a varitey of JONES options.
- VISUAL: The camera cuts to a nearby parquette. We see a construction worker is feeding nuts to a squirrel as he reads the newspaper, his hardhat reads JONES. We see a big front page headline that reads “JONES to lead BC”. A business man walks by the parquette and his phone rings. The camera follows him. We see that JONES is calling.
- VISUAL: We then cut to an older man on the other end of the line in a JONES PIZZERIA – wearing a JONES nametag (our business guy’s pizza order is ready).
- VISUAL: Our camera pushes through the front window of the restaurant (complete with backwards JONES PIZZERIA window decal), revealing an EV cruising down the street.
- VISUAL: We then cut to this same EV, as it pulls into a driveway. The camera pans to the licence plate – which reads JONES.
- SUPER: Now everyone can go electric.
- SUPER/CTA: To learn how incentives can help transform your world, visit cleanbc.gov.bc.ca

RECAP |

Thanks (in part) to the BC Government, the time to buy an EV is now.

No More Waiting



- 1 | Demonstrates that when it comes to doing our part in helping keep BC clean, we should not be waiting.

The Soundtrack of our Goodness



- 2 | Demonstrates that BCers do whatever is necessary to keep BC as beautiful as can be without any incentive or reward... until now.

Car Covers



- 3 | Demonstrates it's never been a better time to discover electric.

The Joneses



- 4 | Demonstrates that when it comes to smashing the stereotypes that EVs are financially out of reach, we're going to normalize not only the vehicles – but the very people who drive them.

THANK YOU

From: [Neil McPhedran](#)
To: [LeSueur, Kathryn GCPE:EX](#)
Cc: [Kelch, Kyla GCPE:EX](#)
Subject: RE: EV - Go Electric Creative Presentation
Date: April 24, 2019 8:45:45 AM
Attachments: [GCPE_EV_TVPRESENTATION APRIL 24.pdf](#)

Good morning, Kathryn and Kyla.

Here's the presentation for our call in 20min.

Thanks.

Neil

On Apr 23, 2019, 2:41 PM -0700, Neil McPhedran <neilm@inhouse.partners>, wrote:

Hi Kathryn.

Sounds good. That should work for us to send the deck ahead of time and we'll walk you through it over the phone.

Final detail: is it best to use your conference line? If so, can you share the correct one for us to call into?

Thanks.

Neil

On Apr 23, 2019, 2:38 PM -0700, LeSueur, Kathryn GCPE:EX
<Kathryn.LeSueur@gov.bc.ca>, wrote:

Hey Neil, please send the proposal to both Kyla and myself tomorrow morning and we'll then be able to display the concepts via a large screen for everyone. It would be best if we could get the proposal by 8:40 am.

Is that possible? If not, just let me know when we could expect it.

Kathryn

From: Neil McPhedran <neilm@inhouse.partners>
Sent: April 23, 2019 12:58 PM
To: LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>
Cc: Gibbs, Robb GCPE:EX <Robb.Gibbs@gov.bc.ca>
Subject: Re: EV - Go Electric Creative Presentation

Sounds good, Kathryn. Thanks for looking into this for me. Our team is gathering in one location on our end for the call, so just let me know the best way to patch-in to your team?

Thanks!

Neil

On Apr 23, 2019, 12:42 PM -0700, LeSueur, Kathryn GCPE:EX
<Kathryn.LeSueur@gov.bc.ca>, wrote:

Hey Neil let me check on the online part as it depends what room we have booked.
And I too am looking forward to the presentation.
Thanks Kathryn

Sent from my iPhone

On Apr 23, 2019, at 12:39 PM, Neil McPhedran
<neilm@inhouse.partners<<mailto:neilm@inhouse.partners>>> wrote:

Hi Kathryn and Robb.

Just confirming you're still good for tomorrow (Wednesday) at 9am to present concepts
for EV - Go Electric?

We were thinking we'd try to present online, but is it easier to send the deck ahead and
call into a number instead?

We have some great concepts — all different ways in to answer the brief.

Thanks!

Neil

Neil McPhedran
InHouse.Partners<<https://inhouse.partners>>

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