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Withheld pursuant to/removed as

s.12; s.13



Government Communications and Public Engagement  
Work Order Request  
(Draw Down Form)

This workorder is subject to the terms and conditions of Standing Offer #SO-GCPE018-010

Ministry, Originating Office and Contact:  
GCPE - Kathryn LeSueur / Adrienne Watt

Supplier Name, Address and Contact:

GREY Advertising  
1200-736 Granville Street,  
Vancouver, BC V6Z 1G3

Contact: Maureen Atchison

TERM: May

Campaign Name: Defending BC's Coast Campaign - Concept Development

Deliverables:

Development of creative brief and concept development. This campaign will have two phases of creative.

Various executions will be shown as proof of concept. Possible executions could include: billboards (digital and static), radio, social media and digital including display and pre-roll (6s and 15s options - broadcast quality).

This estimate is for concepts only. It does not include execution.

Job number: 21012655.

FEES (per standing offer hourly rates)	Hours	Hourly Rate	Estimated Cost
<b>Client Services:</b>			
Account Services (primary day to day)	s.17; s.21		\$ 1,500.00
Account Services (agency head)			\$ 1,250.00
Account Services (junior support)			\$ 1,250.00
Strategic Planning (primary)			\$ 2,500.00
<b>Creative Services:</b>			
Art/Creative Direction			\$ 10,000.00
Copy Writing			\$ 10,000.00
<b>Production Services:</b>			
General Production			\$ 250.00
<b>Sub-Contracted Services (total only, attach estimate)</b>			
<b>Sub-total</b>			<b>\$ 27,750.00</b>
<b>PST if Applicable</b>			<b>\$0.00</b>
<b>Total</b>			<b>\$27,750.00</b>

To be completed by SUPPLIER

Authorized Signatory Approval

Print Name

Date

To be completed by GCPE

Work Order #

GCPE Approval

Print Name

Date

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

Expense Authority Approval

Print Name

Date

**From:** Atchison, Maureen  
**To:** LeSueur, Kathryn GCPE:EX  
**Cc:** Watt, Adrienne GCPE:EX  
**Subject:** Defending the Coast presentation  
**Date:** May 28, 2018 2:32:49 PM  
**Attachments:** Defending The Coast May 28.pdf

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Hi Kathryn,

Attached, please find the presentation deck for our 3:00 meeting.

Maureen

[Grey Group Disclaimer](#)

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s.12; s.13

**From:** [Hardin, Karl GCPE:EX](#)  
**To:** [LeSueur, Kathryn GCPE:EX](#)  
**Subject:** FW: D.B.C.C. brief  
**Date:** May 22, 2018 2:15:08 PM  
**Attachments:** [21012655 GREY Creative brief GCPE Defending BCs Coast May 16.pdf](#)  
[Advertising Services Work Order - Grey Advertising 21012655 Defending BCs Coast Concept Development.pdf](#)  
[image001.png](#)

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**Karl Hardin**

Executive Director | Digital Communications  
Government Communications and Public Engagement  
Cell: (778) 584 1251

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**From:** "Gibbs, Robb GCPE:EX" <[Robb.Gibbs@gov.bc.ca](mailto:Robb.Gibbs@gov.bc.ca)>  
**Date:** Tuesday, May 22, 2018 at 2:05 PM  
**To:** "Hardin, Karl GCPE:EX" <[Karl.Hardin@gov.bc.ca](mailto:Karl.Hardin@gov.bc.ca)>  
**Subject:** FW: D.B.C.C. brief

Hi,

Just read the Brief document.

R

---

Robb Gibbs  
ADM – Strategic Communications  
Government Communications & Public Engagement  
P: 1-778-698-7469  
C: 1-778-584-1242

**From:** Robb Gibbs [<mailto:s.22>] ]  
**Sent:** Tuesday, May 22, 2018 1:20 PM  
**To:** Gibbs, Robb GCPE:EX  
**Subject:** Fwd: D.B.C.C. brief

----- Forwarded message -----

From: **McPhedran, Neil** <[neil.mcphedran@greyvancouver.com](mailto:neil.mcphedran@greyvancouver.com)>  
Date: Wed, May 16, 2018 at 3:18 PM  
Subject: D.B.C.C. brief  
To: "s.22" <[s.22](mailto:s.22)>

Hi Robb.

For your review and comment. Let us know if we're on the right path. Although, coming out of our call yesterday, we've already started to dig in creatively.

We're aiming for next Friday for a creative tissue session for the first round of ideas.

I've also included the estimate (Work Order) for initial strategy and rounds of concepting (phase 1 and 2). We'll also send to Kathryn – cool? It would be great if we could get that signed this week.

Talk soon.

Thanks.

Neil

PS. I did a cursory look at the AB stuff. They don't seem to be utilizing any sophistication with their social media / audience targeting. I think we could really dig into some well targeted ad tech tactics and audience targeting (especially with Fb & Instagram). Food for thought.

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**GREY** | Famously effective since 1917

Neil McPhedran, General Manager

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[grey.com/canada](http://grey.com/canada)



2016 D&AD Impact Awards  
Black Pencil Winner



2016 North American  
Grand Effie Winner

[Grey Group Disclaimer](#)

**From:** Jim Gordon  
**To:** LeSueur, Kathryn GCPE:EX  
**Subject:** Re: Defending Our Coast  
**Date:** June 5, 2018 11:23:04 AM

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All good - thanks for letting me know - on to Forest Fires?

Sent from my iPhone

On Jun 5, 2018, at 11:21 AM, LeSueur, Kathryn GCPE:EX <[Kathryn.LeSueur@gov.bc.ca](mailto:Kathryn.LeSueur@gov.bc.ca)> wrote:

Jim, the defending our coast campaign is currently on hold. At this point, no need to hold any OOH properties.  
Call me if you would like to discuss.  
Kathryn

Kathryn LeSueur | Director, Marketing and Advertising  
Government Communications and Public Engagement  
[Kathryn.LeSueur@gov.bc.ca](mailto:Kathryn.LeSueur@gov.bc.ca)  
Office: 778 698 8674  
Mobile: 778 584 1256

**From:** [Stewart, Dawn M GCPE:EX](#)  
**To:** [Kelch, Kyla GCPE:EX](#)  
**Cc:** [Hardin, Karl GCPE:EX](#); [LeSueur, Kathryn GCPE:EX](#); [Watt, Adrienne GCPE:EX](#); [Russell, Duncan GCPE:EX](#)  
**Subject:** RE: For Approval: Social Media Boost - Spill Response Engagement  
**Date:** April 19, 2018 11:08:43 AM

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Please proceed.

Thanks  
Dawn

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**From:** Kelch, Kyla GCPE:EX  
**Sent:** Thursday, April 19, 2018 10:23 AM  
**To:** Stewart, Dawn M GCPE:EX  
**Cc:** Hardin, Karl GCPE:EX; LeSueur, Kathryn GCPE:EX; Watt, Adrienne GCPE:EX; Russell, Duncan GCPE:EX  
**Subject:** For Approval: Social Media Boost - Spill Response Engagement

Hi Dawn,

We're boosting the Oil Spill Response post again on Twitter. This time it will fall under the Spills Response CPA. Do we have your approval to move forward with this?

FYI – We aren't going through our media buyer for this because they weren't set-up to boost on Twitter and couldn't get set-up in time to get this going. We will work on this for next time.

Let me know if you have any questions.

Campaign	Campaign Schedule	Promotion type	Objective	Audience	Budget
Oil Spill Response	April 20 – 29, 2018	Twitter boost	Website traffic & Awareness	BC 18-65	\$3,200

This is due to run from Friday, April 20<sup>th</sup> until Sunday, April 29<sup>th</sup>. The system will generate an invoice which Duncan has access to and it is being charged to the MasterCard<sup>s.15</sup>. Please let me know if there is any other information you need at this time. <sup>s.17</sup>

Please outline the facts being presented in this campaign



- The provincial government is considering several policy concepts to ensure effective spill management across the province.

Which government priorities, programs, services or policies are being promoted

- Proposed regulations under the Environmental Management Act

What warrants this promotion at this time?

- Citizens have an opportunity to provide feedback on the proposed regulations on a citizen engagement site.

In what ways will the public have an opportunity to engage, interact or comment with respect to this update?

- The public will be able to comment on, “like” and share the posts on social media

**Kyla Kelch**

Marketing Coordinator | Advertising and Marketing Services

Government Communications and Public Engagement

**Phone: (250) 896-6348**