



Version#

1

Job#: 21012610

Project Title: Toast The Coast

Client: Government Communications & Public Engagement (GCPE)

Date: February 8, 2019

Contact: Robb Gibbs

Prepared by: Maureen Atchison

Project Description:

GCPE has asked GREY to develop a newspaper and social media campaign to support the BC Wine industry in light of the Alberta's immediate halt on importing BC Wine.

Deliverables:

- 1) One (1) full page newspaper ad; black & white in five (5) sizes. Publications include: Vancouver Sun, The Province, The Globe & Mail (BC Edition); Prince George Citizen and Victoria Times Colonist.
- 2) One - two (1-2) paid social media variations. Social media channels include: Facebook, Instagram and Twitter - includes image and copy.

Hard costs are ballpark and may need to be re-estimated based on final creative approved.

Estimated Project Costs:

Agency Fees	Rate	Hours	Original
Concept development	s.17; s.21		\$ 3,125.00
Account & Production Management			\$ 1,125.00
Social Media paid plan & execution			\$ 750.00
Sub total			\$ 5,000.00

Studio/Supplier / Third Party Costs	Original
Studio print production	\$ 600.00
Social media ad production	\$ 500.00
Image purchase	\$ 40.00
Sub total	\$ 1,140.00

Project Net Total		\$ 6,140.00
Approved Project Contingency	10%	N/A
Taxes:	GST 5%	\$ 307.00
	PST 7%	
Net Total Including Contingency & Taxes		\$ 6,447.00

Billing Schedule:

- ☒ 100% Percentage of Project total billed upon estimate authorization (applicable to specific short term projects).
- ☐ 80 % Percentage of Project total billed upon estimate authorization, balance billed upon completion.
- ☐ 50% / 40% / 10% Percentage of Project total billed upon estimate authorization. Broadcast
- ☐ Progress billing, as outlined in the project description.
- ☐ Total billing at project completion (applicable to specific short term projects only).

Estimate Notes:

- Estimate approval authorizes Grey to proceed with the above project. Actual costs billed at +/- 10%
- This estimate is valid for 30 days from the date of this document.
- All invoice payments are due Net 30.
- Project work will commence on or after receipt of client signed estimate.
- Changes during production but prior to approval will be subject to additional cost, and will delay the critical path delivery timing.
- Creative product ownership reverts at invoice payment
- Scope revisions may be subject to re-estimation and approval. Round of revisions included #2
- Cancellation Policy: Upon signing client agrees to pay fees and hard costs incurred up to point of cancellation

Signature - ACCOUNT LEAD:

Date:

Signature - client:

Date:

ONCE SIGNED PLEASE EMAIL TO ACCOUNT PERSON (Name): Maureen Atchison

From: [Gibbs, Robb GCPE:EX](#)
To: [Lloyd, Evan GCPE:EX](#); [LeSueur, Kathryn GCPE:EX](#)
Subject: FW: #Toastthecoast concept deck
Date: February 9, 2018 3:10:10 PM
Attachments: [image001.png](#)
[SUPPORT BC WINE_CREATIVE_FEB 9.pdf](#)

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

From: McPhedran, Neil [<mailto:neil.mcphedran@greyvancouver.com>]
Sent: Friday, February 9, 2018 9:27 AM
To: Gibbs, Robb GCPE:EX
Cc: Atchison, Maureen
Subject: #Toastthecoast concept deck

Hi Rob.

Please see attached for our call in 5 min.

Best to get you at 778.584.1242?

Cheers.

NMc

GREY | Famously effective since 1917

Neil McPhedran, General Manager

1200-736 Granville Street

Vancouver, BC V6Z 1G3

t. 604.484.3251 | m. 604.364.3644

@namcphedran

grey.com/canada



2016 D&AD Impact Awards
Black Pencil Winner



2016 North American
Grand Effie Winner

[Grey Group Disclaimer](#)

From: [Gibbs, Robb GCPE:EX](#)
To: [Lloyd, Evan GCPE:EX](#); [Zaharia, Sarah GCPE:EX](#); [LeSueur, Kathryn GCPE:EX](#); [Beale, William AGRI:EX](#)
Subject: FW: Final approval
Date: February 9, 2018 1:17:37 PM
Attachments: [image001.png](#)
[GCPE 21012610-P Toast the Coast Nsp VTC.pdf](#)
[GCPE 21012610-P Toast the Coast Nsp PGC.pdf](#)
[GCPE 21012610-P Toast the Coast Nsp G&M.pdf](#)
[GCPE 21012610-P Toast the Coast Nsp VS.pdf](#)
[GCPE 21012610-P Toast the Coast Nsp VP\[4\].pdf](#)

Hi all,

Here are the ads. They're all the same, just different sizes.

Approved by the PO as well.

Tks,

Robb

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

From: McPhedran, Neil [<mailto:neil.mcphedran@greyvancouver.com>]
Sent: Friday, February 9, 2018 11:59 AM
To: Gibbs, Robb GCPE:EX
Subject: Final approval

Hi Robb.

Here's each version for final approval.

We've bumped up the type size. We're thinking it'll be large in the actually full-page at 100%.

Good to go? Any final tweaks?

Thanks.

GREY | Famously effective since 1917

Neil McPhedran, General Manager
1200-736 Granville Street
Vancouver, BC V6Z 1G3
t. 604.484.3251 | m. 604.364.3644

@namcphedran
grey.com/canada



2016 D&AD Impact Awards
Black Pencil Winner



2016 North American
Grand Effie Winner

[Grey Group Disclaimer](#)

Together, let's support BC wine.



This weekend, buy some BC wine and
raise a glass to protecting BC's coast.

#ToastTheCoast
Drink responsibly



Client:	GCPE	Insertion Date:	
File Name:	GCPE_21012010-P Toast the Coast_Hop_GSM	Material Due:	
Actual Size:	9.88" x 20"	Publication:	Globe & Mail - BC
Colours:	BW	Operator:	LD
Date:	February 9, 2018 11:49 AM		

GLOBE & MAIL - BC EDITION

Ad#: GCPE_2610_G&MBC

Together, let's support BC wine.



This weekend, buy some BC wine and
raise a glass to protecting BC's coast.

#ToastTheCoast
Drink responsibly



Client:	GCPE	Insertion Date:	
File Name:	GCPE_21012010-P Toast the Coast_Inst_PGC	Material Due:	
Actual Size:	10.417" x 21.8"	Publication:	Prince George Citizen
Outline:	BW	Operator:	LD
Date:	February 9, 2018 11:48 AM		

PRINCE GEORGE CITIZEN

Ad#: GCPE_2610_PGC

Together, let's support BC wine.



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raise a glass to protecting BC's coast.

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Drink responsibly



Client:	GCPE	Insertion Date:	
File Name:	GCPE_21012610-P Toast the Coast_Nap_VP	Material Due:	
Actual Size:	10.34" x 11.786"	Publication:	Vancouver Province
Colours:	BW	Operator:	LD
Date:	February 9, 2018 11:43 AM		

VANCOUVER PROVINCE

Ad#: GCPE_2610_VP

Together, let's support BC wine.



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raise a glass to protecting BC's coast.

#ToastTheCoast
Drink responsibly



Client: GCPE
File Name: GCPE_21012010 P Toast the Coast_Map_VS
Actual Size: 10.34" x 20.5"
Colours: BW
Date: February 9, 2018 11:50 AM
Insertion Date:
Material Date:
Publication: Vancouver Sun
Operator: LD

VANCOUVER SUN

Ad#: GCPE_2610_VS

Together, let's support BC wine.



This weekend, buy some BC wine and
raise a glass to protecting BC's coast.

#ToastTheCoast
Drink responsibly



Client:	GCPE	Insertion Date:	
File Name:	GCPE_26102610-2 Toast the Coast_Pico_VTC	Material Desk:	
Actual Size:	10.5" x 21.75"	Publication:	Victoria Times Colonist
Colour:	CMYK	Operator:	LD
Date:	February 5, 2018 11:02 AM		

VICTORIA TIMES COLONIST

Ad#: GCPE_2610_VTC

From: [Stewart, Dawn M GCPE:EX](#)
To: [Kelch, Kyla GCPE:EX](#)
Cc: [LeSueur, Kathryn GCPE:EX](#)
Subject: FW: info for Wine ad
Date: February 14, 2018 10:01:01 AM
Attachments: [21012610 GREY Estimate GCPE ToastTheCoast.pdf](#)

Hi Kyla,

Please have Grey initiate a work order for this.

Thanks

Dawn

From: Gibbs, Robb GCPE:EX
Sent: Wednesday, February 14, 2018 9:56 AM
To: Stewart, Dawn M GCPE:EX
Subject: info for Wine ad

Hi Dawn,

Please find attached the Contract Request Form and invoice from supplier, re the Grey Advertising ad supporting BC's wine industry.

Tks,

Robb

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

From: [Kelch, Kyla GCPE:EX](#)
To: [LeSueur, Kathryn GCPE:EX](#)
Subject: FW: Work Order for Full Page Ad
Date: February 9, 2018 2:56:37 PM
Attachments: [21012610 GREY Estimate GCPE ToastTheCoast.pdf](#)

FYI

From: McPhedran, Neil [mailto:neil.mcphedran@greyvancouver.com]
Sent: Friday, February 9, 2018 2:00 PM
To: Kelch, Kyla GCPE:EX
Subject: Re: Work Order for Full Page Ad

Hi Kyla.

Good timing. I just sent an estimate to Robb. Estimate includes refining the print ad into 1-2 social media ads next week.

Please find attached.

Is it better to coordinate the invoicing component of this job through you?

Thanks.

Neil

From: "Kelch, Kyla GCPE:EX" <Kyla.Kelch@gov.bc.ca>
Date: Friday, February 9, 2018 at 1:54 PM
To: "McPhedran, Neil" <neil.mcphedran@greyvancouver.com>
Subject: Work Order for Full Page Ad

Hi Neil,

Just wondering if you've had the opportunity to put together a work order for the full-page ad? Let me know if you have any questions or need me to send you the template. We're going to need to get a sense of costs ahead of the weekend.

Thank you,

Kyla Kelch
Marketing Coordinator | Advertising and Marketing Services
Government Communications and Public Engagement
Phone: (250) 896-6348

[Grey Group Disclaimer](#)

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Drink responsibly



Client: GCPE
File Name: GCPE_21012610-P Toast the Coast_Rep_PGC
Actual Size: 10.417" x 21.9"
Colour: BW
Date: February 9, 2018 11:48 AM
Insertion Date:
Material Due:
Publication: Prince George Citizen
Operator: LD

PRINCE GEORGE CITIZEN

Ad#: GCPE_2610_PGC

From: [Lloyd, Evan GCPE:EX](#)
To: [LeSueur, Kathryn GCPE:EX](#); [Gibbs, Robb GCPE:EX](#)
Cc: [Zaharia, Sarah GCPE:EX](#); [Zadravec, Don GCPE:EX](#)
Subject: Re: IN- Trade Ad
Date: February 9, 2018 4:32:29 PM

I understand Sarah is proposing some additional (wine) content.
Evan

From: "LeSueur, Kathryn GCPE:EX" <Kathryn.LeSueur@gov.bc.ca>
Date: Friday, February 9, 2018 at 3:43 PM
To: Robb Gibbs <Robb.Gibbs@gov.bc.ca>, "Lloyd, Gcpe:Ex" <Evan.Lloyd@gov.bc.ca>
Cc: Sarah Zaharia <Sarah.Zaharia@gov.bc.ca>, Don Zadravec <Don.Zadravec@gov.bc.ca>
Subject: IN- Trade Ad

Please find attached the Issue Note for the 'Toast the Coast' ad.
Please review and provide feedback.
Thanks Kathryn

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

GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT

Support BC Wine Campaign

Strategy

**BC's wine industry needs your support,
so choose to drink BC wine.**

Idea 1A

We took the ubiquitous like button and gave it a bit of a twist.



Support BC wine online and in-store.
Choose from over 300 outstanding BC wineries and protect BC's coast.
#ToastTheCoast | Drink responsibly.



Idea 1B

We took the ubiquitous like button and gave it a bit of a twist.

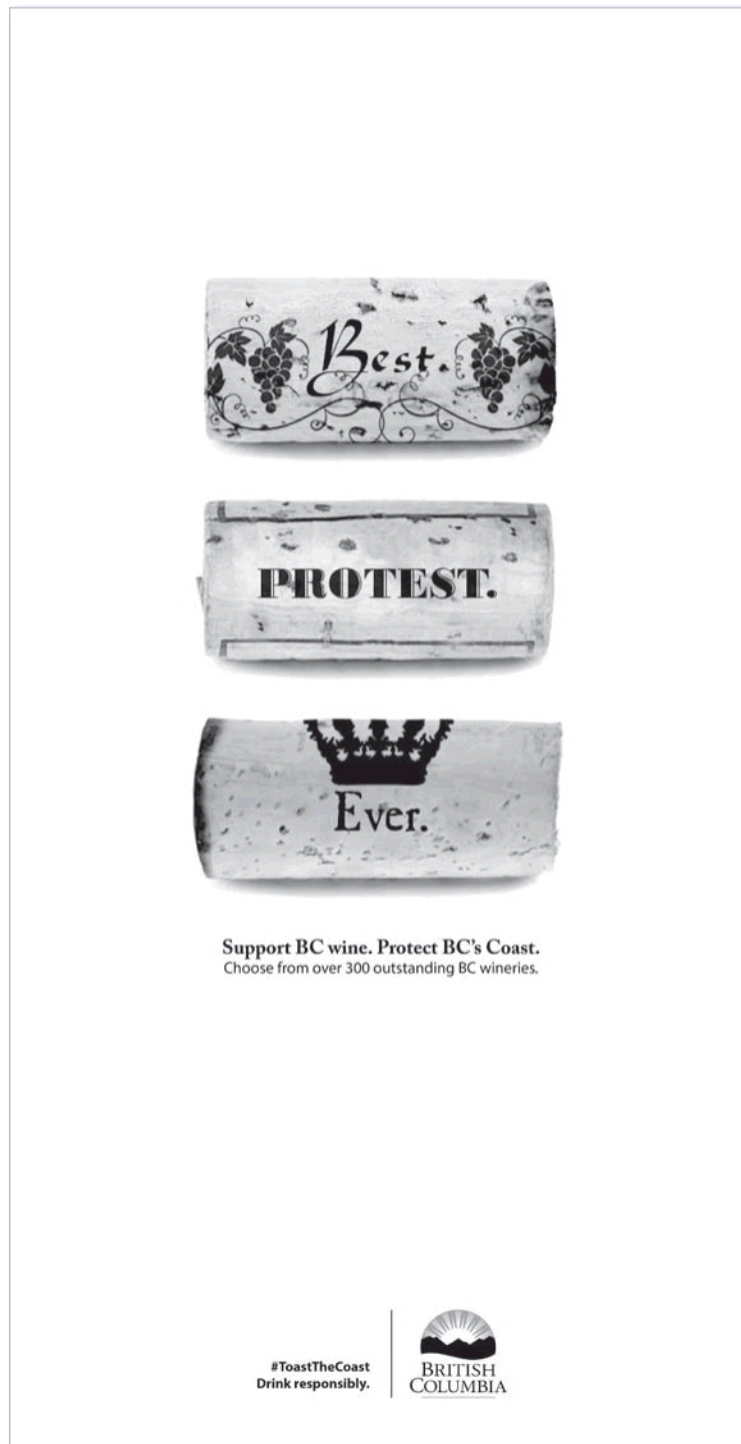


Support BC wine online and in-store.
Choose from over 300 outstanding BC wineries and protect BC's coast.
#ToastTheCoast | Drink responsibly.



Idea 2

This ad is a bit fun and cheeky. The tone mirrors how people are feeling about the situation online.



Idea 3

In this ad, we anthropomorphized a wine opener.



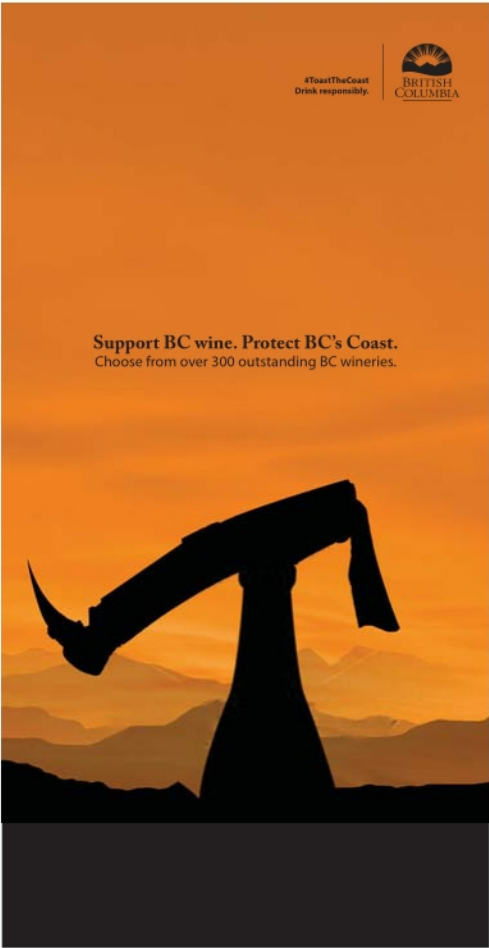
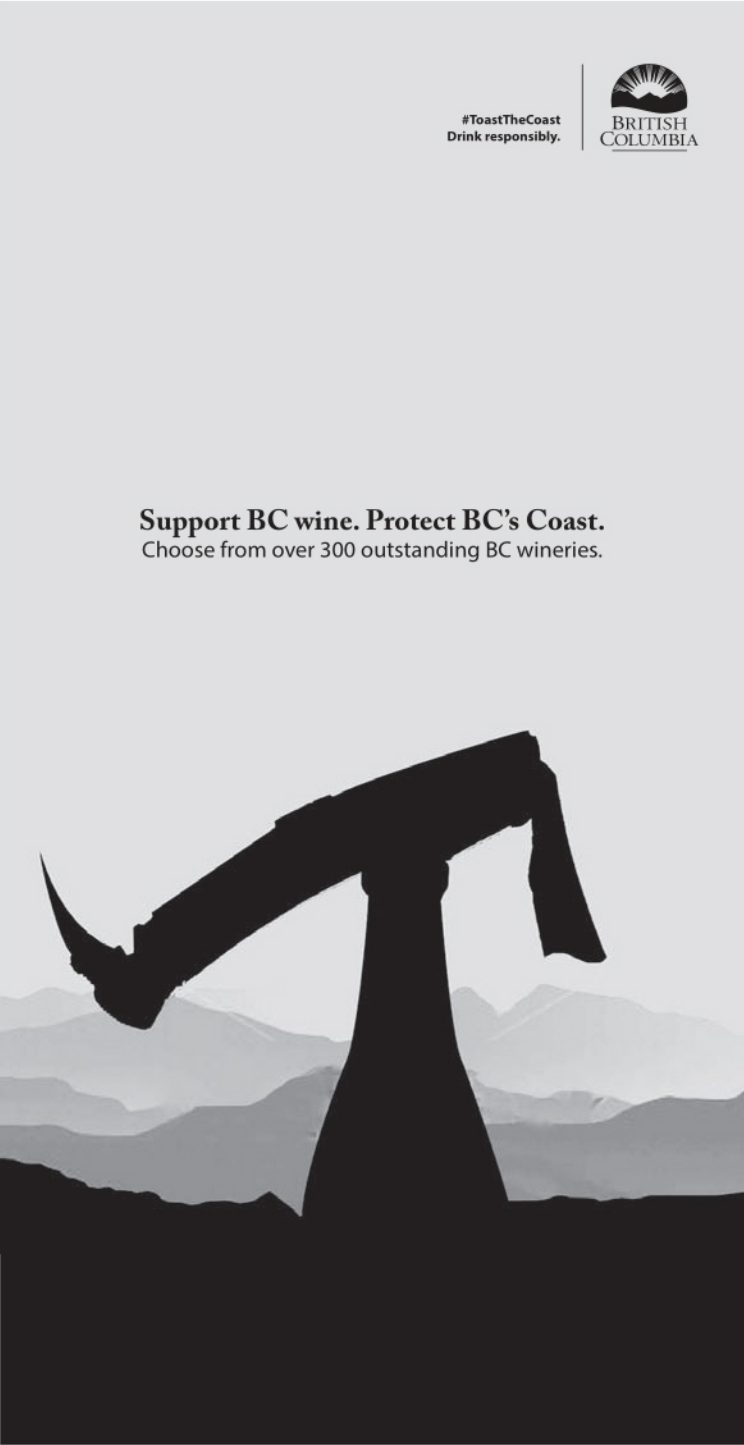
Idea 4

This illustrated poster creates a rallying cry to buy more wine.



Idea 5

In this clever and artful illustration, the wine bottle and opener emulate an oil rig.



THANK YOU

