
From: Mike Krafczyk <mkrafczyk@stbernadine.com>
Sent: January 31, 2018 1:33 PM
To: LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>
Cc: George Kan <george@captusad.com>
Subject: Re: Electoral Reform pictures

Hi Kathryn (and hello George!),

Here are the two shots:

https://www.dropbox.com/s/sh2xt1wjct3g1ig/Coffee%20Shop_select.jpg?dl=0
https://www.dropbox.com/s/bj8tl5fud6xhnj5/Student_select.jpg?dl=0

George, please don't hesitate to reach out if you need any other file formats.

Best regards,

Sign up for our newsletter!



Mike Krafczyk | Partner
mkrafczyk@stbernadine.com
Saint Bernadine Mission Communications Inc.
Main Floor, 228 E. Georgia St.
Vancouver, BC, V6A 1Z7
T 604.646.0001 F 604.646.0005 stbernadine.com



[Map](#) | [Add to address book](#)

On Jan 31, 2018, at 12:53 PM, LeSueur, Kathryn GCPE:EX
<Kathryn.LeSueur@gov.bc.ca> wrote:

Mike,

Please forward the two pictures used in the How We Vote website to Captus Advertising. Group of 4 mature and Group of 4 younger.

Captus Advertising will be creating a print ad to reach the ethnic audience.
I've cc'd the contact for Captus Advertising, George Kan, on this email as well.

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

From: LeSueur, Kathryn GCPE:EX
Sent: February 13, 2018 11:07 AM
To: Li, Joseph GCPE:EX <Joseph.Li@gov.bc.ca>
Subject: FW: REVISED Electoral Reform campaign English and Punjabi ads

Joseph, attached are the Chinese ads. Please review and let me know what you think. I sent the English version in an earlier email.

Thanks Kathryn

From: Yuii Leung [mailto:yuii@captusad.com]
Sent: Tuesday, February 13, 2018 10:28 AM
To: LeSueur, Kathryn GCPE:EX
Cc: George Kan
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathryn,

Attached please find the updated ad proofs for both Traditional and Simplified Chinese.

We revised the Chinese ads by moving the *How we Vote* logo to the bottom.

Regards,
Yuii

On Tue, Feb 13, 2018 at 9:43 AM, LeSueur, Kathryn GCPE:EX
<Kathryn.LeSueur@gov.bc.ca> wrote:

Yuii,

Thanks for sending these. Will get approval shortly.

Would it be possible to send the updated Chinese ads today?

Kathryn

From: Yuii Leung [mailto:yuii@captusad.com]
Sent: Tuesday, February 13, 2018 9:36 AM
To: LeSueur, Kathryn GCPE:EX
Cc: George Kan
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Good morning Kathryn,

Hope you had a great long weekend!

Attached please find the revised English ad with "February" updated for your approval. The same Punjabi ad is attached here again just in case.

Submission deadline :

ENGLISH AD

Today at NOON - INDO-CANADIAN VOICE

PUNJABI AD

Today by 4pm - CHARHDI KALA

Thanks!

Yuii

On Sun, Feb 11, 2018 at 1:59 PM, LeSueur, Kathryn GCPE:EX

<Kathryn.LeSueur@gov.bc.ca> wrote:

George, thanks for the update. I have another slight change – **February should be spelled out not Feb**

Please update and resend. What time is the deadline on Tuesday?

From: George Kan [<mailto:george@captusad.com>]

Sent: Friday, February 9, 2018 6:28 PM

To: LeSueur, Kathryn GCPE:EX

Cc: yuii@captusad.com

Subject: RE: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathryn,

Since there are a couple of early material deadlines next week, so here are the revised English and Punjabi ad based on your suggested changes.

Please let me know if they are approved and we can submit them on Tuesday.

We will revise the Chinese ads by moving the *How we Vote* logo to the bottom on Tuesday. Will send you a revised proof then.

Have a nice long weekend!

George

George Kan
Partner/Creative Director



Suite 408, 788 Beatty Street
Vancouver, B.C. V6B 2M1
Direct: 604.638.2227
Fax: 604.638.2237
www.captusad.com

From: LeSueur, Kathryn GCPE:EX [<mailto:Kathryn.LeSueur@gov.bc.ca>]
Sent: Friday, February 09, 2018 5:47 PM
To: 'George Kan'
Cc: 'Yuii Leung'
Subject: RE: Electoral Reform campaign Chinese and Punjabi ads

George just a few changes to the ads;

1. The *How we Vote* logo needs to be at the bottom with the BC wordmark on the bottom right. Place the *How we Vote* logo first and then the BC Wordmark – the logos should be side by side.
2. Members should be capitalized (first line...Members of the Legislative Assembly).
3. And the call to action needs to read..."Go to engage.gov.bc.ca/HowWeVote to take the questionnaire."

Thanks so much,
Kathryn



您的參與可改變卑詩省的選舉制度

我們重視您的意見。現在您只需在2月28日前完成網上問卷調查，
便可幫助卑詩省省民決定將來如何投票選出省議員及擬定公投的模式。

參與問卷調查，請瀏覽 engage.gov.bc.ca/HowWeVote






您的參與可改變卑詩省的選舉制度

我們重視您的意見。現在您只需在2月28日前完成網上問卷調查，
便可幫助卑詩省省民決定將來如何投票選出省議員及擬定公投的模式。

參與問卷調查，請瀏覽 engage.gov.bc.ca/HowWeVote

 **我們應怎樣投票**
為卑詩省的未來發聲


**BRITISH
COLUMBIA**

From: Yuii Leung <yuii@captusad.com>
Sent: February 19, 2018 12:13 PM
To: LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>
Cc: George Kan <george@captusad.com>
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathryn,

Hope you had a nice weekend and happy Chinese New Year!

We had our writers to review the Punjabi copy again and slightly revise the copies as per your feedback,

Minor revisions:

- Headline : Revised "*B.C.'s voting system*" to "*...how B.C. votes*"
- Text : Got "*shape*" across in "*...and help shape the referendum*"

Attached please see the revised ad preview for your approval. It will be appreciated if you can get back to us by TODAY at 4PM. Many thanks!

Submission deadline :

PUNJABI AD
Feb 19, 5PM - INDO-CANADIAN AWAAZ & INDO-CANADIAN TIMES

Thanks and regards,
Yuii

On Wed, Feb 14, 2018 at 3:37 PM, Yuii Leung <yuii@captusad.com> wrote:

Sure thing, please call George at 604.638.2227. I will join the call as well.

Thanks!
Yuii

On Wed, Feb 14, 2018 at 3:30 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>

wrote:

The ads for the Chinese papers have been approved.
I have received some feedback regarding the Punjabi versions that I would like to discuss.
Just been too busy today. I will try and call at the end of today.
Kathryn

From: Yuii Leung [mailto:yuii@captusad.com]
Sent: Wednesday, February 14, 2018 3:28 PM
To: LeSueur, Kathryn GCPE:EX
Cc: George Kan
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathryn,

We would like to see if both Chinese ads look good and are approved. Here is the submission deadline for your reference,

Traditional Chinese Ad
Thurs, Feb 15 - Ming Pao Daily & Sing Tao Daily

Simplified Chinese Ad
Fri, Feb 16 - Rise Weekly & Canadian City Post

If you want to keep the ads of different publications as for your record, please let us know and we will send over a Zip file which contains all the ad deliverables.

Thanks and regards,
Yuii

On Tue, Feb 13, 2018 at 3:25 PM, Yuii Leung <yuii@captusad.com> wrote:
Thanks Kathryn, this is well noted. We will proceed with artwork submission.

Regards,
Yuii

On Tue, Feb 13, 2018 at 3:23 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:
Yuii, the Punjabi ad has been approved as well. Thank you. Kathryn LeSueur

From: Yuii Leung [mailto:yuii@captusad.com]
Sent: Tuesday, February 13, 2018 11:45 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Great thanks to Kathryn! We will proceed with submission.

Regards,
Yuii

On Tue, Feb 13, 2018 at 11:33 AM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Yuii and George,
The ad for the Indo-Canadian Voice has been approved.
Thanks Kathryn

From: Yuii Leung [<mailto:yuii@captusad.com>]
Sent: Tuesday, February 13, 2018 9:36 AM
To: LeSueur, Kathryn GCPE:EX
Cc: George Kan
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Good morning Kathryn,

Hope you had a great long weekend!

Attached please find the revised English ad with "February" updated for your approval. The same Punjabi ad is attached here again just in case.

Submission deadline :

ENGLISH AD
Today at NOON - INDO-CANADIAN VOICE

PUNJABI AD
Today by 4pm - CHARHDI KALA

Thanks!
Yuii

On Sun, Feb 11, 2018 at 1:59 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

George, thanks for the update. I have another slight change – **February should be spelled out not Feb**

Please update and resend. What time is the deadline on Tuesday?

From: George Kan [<mailto:george@captusad.com>]
Sent: Friday, February 9, 2018 6:28 PM
To: LeSueur, Kathryn GCPE:EX
Cc: yuii@captusad.com

Subject: RE: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathryn,

Since there are a couple of early material deadlines next week, so here are the revised English and Punjabi ad based on your suggested changes.

Please let me know if they are approved and we can submit them on Tuesday.

We will revise the Chinese ads by moving the *How we Vote* logo to the bottom on Tuesday. Will send you a revised proof then.

Have a nice long weekend!

George

George Kan
Partner/Creative Director



Suite 408, 788 Beatty Street
Vancouver, B.C. V6B 2M1
Direct: 604.638.2227
Fax: 604.638.2237
www.captusad.com

From: LeSueur, Kathryn GCPE:EX [<mailto:Kathryn.LeSueur@gov.bc.ca>]

Sent: Friday, February 09, 2018 5:47 PM

To: 'George Kan'

Cc: 'Yuii Leung'

Subject: RE: Electoral Reform campaign Chinese and Punjabi ads

George just a few changes to the ads;

1. The *How we Vote* logo needs to be at the bottom with the BC wordmark on the bottom right. Place the *How we Vote* logo first and then the BC Wordmark – the logos should be side by side.
2. Members should be capitalized (first line...Members of the Legislative Assembly).
3. And the call to action needs to read..."Go to engage.gov.bc.ca/HowWeVote to take the questionnaire."

Thanks so much,
Kathryn



ਬੀ.ਸੀ. ਕਿਵੇਂ ਵੋਟ ਕਰੇ-ਇਸ ਵਿੱਚ ਤੁਹਾਡੀ ਆਵਾਜ਼ ਵੀ ਮਾਇਨੇ ਰੱਖਦੀ ਹੈ।

ਬ੍ਰਿਟਿਸ਼ ਕੋਲੰਬੀਆ ਦੇ ਲੋਕ ਆਪਣੀ ਲੈਜਿਸਲੇਟਿਵ ਅਸੈਂਬਲੀ ਦੇ ਮੈਂਬਰ (ਐਮ. ਐਲ.ਏ) ਕਿਸ ਤਰ੍ਹਾਂ ਚੁਣਨ, ਇਸਦਾ ਫੈਸਲਾ ਕਰਨ ਵਿੱਚ ਮਦਦ ਕਰਨ ਦਾ ਤੁਹਾਡੇ ਕੋਲ ਮੌਕਾ ਹੈ। 28 ਫਰਵਰੀ ਤੋਂ ਪਹਿਲਾਂ ਪ੍ਰਸ਼ਨਾਵਲੀ ਲਓ ਅਤੇ ਰੈਫਰੈਂਡਮ ਨੂੰ ਤਰਾਸ਼ਣ ਵਿੱਚ ਮਦਦ ਕਰੋ।

ਪ੍ਰਸ਼ਨਾਵਲੀ 'ਚ ਹਿੱਸਾ ਲੈਣ ਲਈ engage.gov.bc.ca/HowWeVote 'ਤੇ ਜਾਓ



ਸਾਨੂੰ ਵੋਟ ਕਿਵੇਂ ਕਰਨੀ ਚਾਹੀਦੀ ਹੈ
ਬੀ.ਸੀ. ਦੇ ਭਵਿੱਖ ਵਿੱਚ ਤੁਹਾਡੀ ਆਵਾਜ਼



BRITISH
COLUMBIA

From: Yuii Leung <yuii@captusad.com>
Sent: February 19, 2018 2:14 PM
To: LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>
Cc: George Kan <george@captusad.com>
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathryn,

Well noted. We have the logo tagline "*How We Vote*" revised, please see the attached ad proof for your approval.

Thanks!
Yuii

On Mon, Feb 19, 2018 at 12:59 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Hello Yuii,

I've had some feedback from our media folks and the copy requires just one more edit.
See below regarding the feedback:

This one is much better. There was only one sentence that has not been changed. If they are able to do that as well, it will be great.

English: How We Vote
Punjabi as it is now: How should we vote (with the use of us instead of we)
This needs to be changed with the use of word "We"

Is the direction clear? Let me know if you require any further explanation.
Thanks Kathryn

From: Yuii Leung [<mailto:yuii@captusad.com>]
Sent: Monday, February 19, 2018 12:13 PM

To: LeSueur, Kathryn GCPE:EX
Cc: George Kan
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathryn,

Hope you had a nice weekend and happy Chinese New Year!

We had our writers to review the Punjabi copy again and slightly revise the copies as per your feedback,

Minor revisions:

- Headline : Revised "*B.C.'s voting system*" to "*...how B.C. votes*"
- Text : Got "*shape*" across in "*...and help shape the referendum*"

Attached please see the revised ad preview for your approval. It will be appreciated if you can get back to us by TODAY at 4PM. Many thanks!

Submission deadline :

PUNJABI AD
Feb 19, 5PM - INDO-CANADIAN AWAAZ & INDO-CANADIAN TIMES

Thanks and regards,
Yuii

On Wed, Feb 14, 2018 at 3:37 PM, Yuii Leung <yuii@captusad.com> wrote:
Sure thing, please call George at 604.638.2227. I will join the call as well.

Thanks!
Yuii

On Wed, Feb 14, 2018 at 3:30 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

The ads for the Chinese papers have been approved.

I have received some feedback regarding the Punjabi versions that I would like to discuss.

Just been too busy today. I will try and call at the end of today.

Kathryn

From: Yuii Leung [<mailto:yuii@captusad.com>]
Sent: Wednesday, February 14, 2018 3:28 PM
To: LeSueur, Kathryn GCPE:EX
Cc: George Kan
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathryn,

We would like to see if both Chinese ads look good and are approved. Here is the submission deadline for your reference,

Traditional Chinese Ad

Thurs, Feb 15 - Ming Pao Daily & Sing Tao Daily

Simplified Chinese Ad

Fri, Feb 16 - Rise Weekly & Canadian City Post

If you want to keep the ads of different publications as for your record, please let us know and we will send over a Zip file which contains all the ad deliverables.

Thanks and regards,

Yuii

On Tue, Feb 13, 2018 at 3:25 PM, Yuii Leung <yuii@captusad.com> wrote:
Thanks Kathryn, this is well noted. We will proceed with artwork submission.

Regards,

Yuii

On Tue, Feb 13, 2018 at 3:23 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:
Yuii, the Punjabi ad has been approved as well. Thank you. Kathryn LeSueur

From: Yuii Leung [<mailto:yuii@captusad.com>]

Sent: Tuesday, February 13, 2018 11:45 AM

To: LeSueur, Kathryn GCPE:EX

Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Great thanks to Kathryn! We will proceed with submission.

Regards,

Yuii

On Tue, Feb 13, 2018 at 11:33 AM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:

Yuii and George,

The ad for the Indo-Canadian Voice has been approved.

Thanks Kathryn

From: Yuii Leung [<mailto:yuii@captusad.com>]

Sent: Tuesday, February 13, 2018 9:36 AM

To: LeSueur, Kathryn GCPE:EX
Cc: George Kan
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Good morning Kathryn,

Hope you had a great long weekend!

Attached please find the revised English ad with "February" updated for your approval. The same Punjabi ad is attached here again just in case.

Submission deadline :

ENGLISH AD

Today at NOON - INDO-CANADIAN VOICE

PUNJABI AD

Today by 4pm - CHARHDI KALA

Thanks!

Yuii

On Sun, Feb 11, 2018 at 1:59 PM, LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca> wrote:
George, thanks for the update. I have another slight change – **February should be spelled out not Feb**

Please update and resend. What time is the deadline on Tuesday?

From: George Kan [<mailto:george@captusad.com>]
Sent: Friday, February 9, 2018 6:28 PM
To: LeSueur, Kathryn GCPE:EX
Cc: yuii@captusad.com
Subject: RE: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathryn,

Since there are a couple of early material deadlines next week, so here are the revised English and Punjabi ad based on your suggested changes.

Please let me know if they are approved and we can submit them on Tuesday.

We will revise the Chinese ads by moving the *How we Vote* logo to the bottom on Tuesday. Will send you a revised proof then.

Have a nice long weekend!

George

George Kan
Partner/Creative Director



Suite 408, 788 Beatty Street
Vancouver, B.C. V6B 2M1
Direct: 604.638.2227
Fax: 604.638.2237
www.captusad.com

From: LeSueur, Kathryn GCPE:EX [<mailto:Kathryn.LeSueur@gov.bc.ca>]
Sent: Friday, February 09, 2018 5:47 PM
To: 'George Kan'
Cc: 'Yuii Leung'
Subject: RE: Electoral Reform campaign Chinese and Punjabi ads

George just a few changes to the ads;

1. The *How we Vote* logo needs to be at the bottom with the BC wordmark on the bottom right. Place the *How we Vote* logo first and then the BC Wordmark – the logos should be side by side.
2. Members should be capitalized (first line...Members of the Legislative Assembly).
3. And the call to action needs to read..."Go to engage.gov.bc.ca/HowWeVote to take the questionnaire."

Thanks so much,
Kathryn



ਬੀ.ਸੀ. ਕਿਵੇਂ ਵੋਟ ਕਰੇ-ਇਸ ਵਿੱਚ ਤੁਹਾਡੀ ਆਵਾਜ਼ ਵੀ ਮਾਇਨੇ ਰੱਖਦੀ ਹੈ।

ਬ੍ਰਿਟਿਸ਼ ਕੋਲੰਬੀਆ ਦੇ ਲੋਕ ਆਪਣੀ ਲੈਜਿਸਲੇਟਿਵ ਅਸੈਂਬਲੀ ਦੇ ਮੈਂਬਰ (ਐਮ. ਐਲ.ਏ) ਕਿਸ ਤਰ੍ਹਾਂ ਚੁਣਨ, ਇਸਦਾ ਫੈਸਲਾ ਕਰਨ ਵਿੱਚ ਮਦਦ ਕਰਨ ਦਾ ਤੁਹਾਡੇ ਕੋਲ ਮੌਕਾ ਹੈ। 28 ਫਰਵਰੀ ਤੋਂ ਪਹਿਲਾਂ ਪ੍ਰਸ਼ਨਾਵਲੀ ਲਓ ਅਤੇ ਰੈਫਰੈਂਡਮ ਨੂੰ ਤਰਾਸ਼ਣ ਵਿੱਚ ਮਦਦ ਕਰੋ।

ਪ੍ਰਸ਼ਨਾਵਲੀ 'ਚ ਹਿੱਸਾ ਲੈਣ ਲਈ engage.gov.bc.ca/HowWeVote 'ਤੇ ਜਾਓ

 **ਅਸੀਂ ਕਿਵੇਂ ਵੋਟ ਕਰੀਏ**
ਬੀ.ਸੀ. ਦੇ ਭਵਿੱਖ ਵਿੱਚ ਤੁਹਾਡੀ ਆਵਾਜ਼


**BRITISH
COLUMBIA**

From: Joshi, Shruti GCPE:EX <Shruti.Joshi@gov.bc.ca>
Sent: February 19, 2018 2:27 PM
To: LeSueur, Kathryn GCPE:EX <Kathryn.LeSueur@gov.bc.ca>
Cc: Sherlock, Stephanie GCPE:EX <Stephanie.Sherlock@gov.bc.ca>
Subject: RE: REVISED Electoral Reform campaign English and Punjabi ads

Yes, this reads fine now. Thanks

Shruti Prakash-Joshi
Media Relations Officer
Government Communications & Public Engagement
Shruti.Joshi@gov.bc.ca TEL # 778-587-4521

From: LeSueur, Kathryn GCPE:EX
Sent: Monday, February 19, 2018 2:21 PM
To: Joshi, Shruti GCPE:EX
Cc: Sherlock, Stephanie GCPE:EX
Subject: FW: REVISED Electoral Reform campaign English and Punjabi ads

Shruti,
Electoral Reform ad updated. Any chance you could take a second look at this? If not, no problem.
Kathryn

From: Yuii Leung [<mailto:yuii@captusad.com>]
Sent: Monday, February 19, 2018 2:14 PM
To: LeSueur, Kathryn GCPE:EX
Cc: George Kan
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathryn,

Well noted. We have the logo tagline "*How We Vote*" revised, please see the attached ad proof for your approval.

Thanks!
Yuii

On Mon, Feb 19, 2018 at 12:59 PM, LeSueur, Kathryn GCPE:EX
<Kathryn.LeSueur@gov.bc.ca> wrote:
Hello Yuii,

I've had some feedback from our media folks and the copy requires just one more edit.
See below regarding the feedback:

This one is much better. There was only one sentence that has not been changed. If they are able to do that as well, it will be great.

English: How We Vote

Punjabi as it is now: How should we vote (with the use of us instead of we)

This needs to be changed with the use of word "We"

Is the direction clear? Let me know if you require any further explanation.

Thanks Kathryn

From: Yuii Leung [mailto:yuii@captusad.com]

Sent: Monday, February 19, 2018 12:13 PM

To: LeSueur, Kathryn GCPE:EX

Cc: George Kan

Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathryn,

Hope you had a nice weekend and happy Chinese New Year!

We had our writers to review the Punjabi copy again and slightly revise the copies as per your feedback,

Minor revisions:

- **Headline :** Revised "*B.C.'s voting system*" to "*...how B.C. votes*"
- **Text :** Got "*shape*" across in "*...and help shape the referendum*"

Attached please see the revised ad preview for your approval. It will be appreciated if you can get back to us by TODAY at 4PM. Many thanks!

Submission deadline :

PUNJABI AD

Feb 19, 5PM - INDO-CANADIAN AWAAZ & INDO-CANADIAN TIMES

Thanks and regards,

Yuii

On Wed, Feb 14, 2018 at 3:37 PM, Yuii Leung <yuii@captusad.com> wrote:

Sure thing, please call George at 604.638.2227. I will join the call as well.

Thanks!

Yuii

On Wed, Feb 14, 2018 at 3:30 PM, LeSueur, Kathryn GCPE:EX

<Kathryn.LeSueur@gov.bc.ca> wrote:

The ads for the Chinese papers have been approved.

I have received some feedback regarding the Punjabi versions that I would like to discuss.

Just been too busy today. I will try and call at the end of today.

Kathryn

From: Yuii Leung [<mailto:yuii@captusad.com>]

Sent: Wednesday, February 14, 2018 3:28 PM

To: LeSueur, Kathryn GCPE:EX

Cc: George Kan

Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathryn,

We would like to see if both Chinese ads look good and are approved. Here is the submission deadline for your reference,

Traditional Chinese Ad

Thurs, Feb 15 - Ming Pao Daily & Sing Tao Daily

Simplified Chinese Ad

Fri, Feb 16 - Rise Weekly & Canadian City Post

If you want to keep the ads of different publications as for your record, please let us know and we will send over a Zip file which contains all the ad deliverables.

Thanks and regards,

Yuii

On Tue, Feb 13, 2018 at 3:25 PM, Yuii Leung <yuii@captusad.com> wrote:

Thanks Kathryn, this is well noted. We will proceed with artwork submission.

Regards,

Yuii

On Tue, Feb 13, 2018 at 3:23 PM, LeSueur, Kathryn GCPE:EX

<Kathryn.LeSueur@gov.bc.ca> wrote:

Yuii, the Punjabi ad has been approved as well. Thank you. Kathryn LeSueur

From: Yuii Leung [<mailto:yuii@captusad.com>]

Sent: Tuesday, February 13, 2018 11:45 AM
To: LeSueur, Kathryn GCPE:EX
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Great thanks to Kathryn! We will proceed with submission.

Regards,
Yuii

On Tue, Feb 13, 2018 at 11:33 AM, LeSueur, Kathryn GCPE:EX
<Kathryn.LeSueur@gov.bc.ca> wrote:

Yuii and George,
The ad for the Indo-Canadian Voice has been approved.
Thanks Kathryn

From: Yuii Leung [<mailto:yuii@captusad.com>]
Sent: Tuesday, February 13, 2018 9:36 AM
To: LeSueur, Kathryn GCPE:EX
Cc: George Kan
Subject: Re: REVISED Electoral Reform campaign English and Punjabi ads

Good morning Kathryn,

Hope you had a great long weekend!

Attached please find the revised English ad with "February" updated for your approval. The same Punjabi ad is attached here again just in case.

Submission deadline :

ENGLISH AD
Today at NOON - INDO-CANADIAN VOICE

PUNJABI AD
Today by 4pm - CHARHDI KALA

Thanks!
Yuii

On Sun, Feb 11, 2018 at 1:59 PM, LeSueur, Kathryn GCPE:EX
<Kathryn.LeSueur@gov.bc.ca> wrote:
George, thanks for the update. I have another slight change – **February should be spelled out not Feb**
Please update and resend. What time is the deadline on Tuesday?

From: George Kan [<mailto:george@captusad.com>]
Sent: Friday, February 9, 2018 6:28 PM

To: LeSueur, Kathryn GCPE:EX
Cc: yuii@captusad.com
Subject: RE: REVISED Electoral Reform campaign English and Punjabi ads

Hi Kathryn,

Since there are a couple of early material deadlines next week, so here are the revised English and Punjabi ad based on your suggested changes.

Please let me know if they are approved and we can submit them on Tuesday.

We will revise the Chinese ads by moving the *How we Vote* logo to the bottom on Tuesday. Will send you a revised proof then.

Have a nice long weekend!

George

George Kan
Partner/Creative Director



Suite 408, 788 Beatty Street
Vancouver, B.C. V6B 2M1
Direct: 604.638.2227
Fax: 604.638.2237
www.captusad.com

From: LeSueur, Kathryn GCPE:EX [<mailto:Kathryn.LeSueur@gov.bc.ca>]
Sent: Friday, February 09, 2018 5:47 PM
To: 'George Kan'
Cc: 'Yuii Leung'
Subject: RE: Electoral Reform campaign Chinese and Punjabi ads

George just a few changes to the ads;

1. The *How we Vote* logo needs to be at the bottom with the BC wordmark on the bottom right. Place the *How we Vote* logo first and then the BC Wordmark – the logos should be side by side.
2. Members should be capitalized (first line...Members of the Legislative Assembly).
3. And the call to action needs to read..."Go to engage.gov.bc.ca/HowWeVote to take the questionnaire."


Thanks so much,
Kathryn



您的參與可改變卑詩省的選舉制度

我們重視您的意見。現在您只需在2月28日前完成網上問卷調查，
便可幫助卑詩省省民決定將來如何投票選出省議員及擬定公投的模式。

參與問卷調查，請瀏覽 engage.gov.bc.ca/HowWeVote

 **我們應怎樣投票**
為卑詩省的未來發聲


**BRITISH
COLUMBIA**



ਬੀ.ਸੀ. ਕਿਵੇਂ ਵੋਟ ਕਰੇ-ਇਸ ਵਿੱਚ ਤੁਹਾਡੀ ਆਵਾਜ਼ ਵੀ ਮਾਇਨੇ ਰੱਖਦੀ ਹੈ।

ਬ੍ਰਿਟਿਸ਼ ਕੋਲੰਬੀਆ ਦੇ ਲੋਕ ਆਪਣੀ ਲੈਜਿਸਲੇਟਿਵ ਅਸੈਂਬਲੀ ਦੇ ਮੈਂਬਰ (ਐਮ. ਐਲ.ਏ) ਕਿਸ ਤਰ੍ਹਾਂ ਚੁਣਨ, ਇਸਦਾ ਫੈਸਲਾ ਕਰਨ ਵਿੱਚ ਮਦਦ ਕਰਨ ਦਾ ਤੁਹਾਡੇ ਕੋਲ ਮੌਕਾ ਹੈ। 28 ਫਰਵਰੀ ਤੋਂ ਪਹਿਲਾਂ ਪ੍ਰਸ਼ਨਾਵਲੀ ਲਓ ਅਤੇ ਰੈਫਰੈਂਡਮ ਨੂੰ ਤਰਾਸ਼ਣ ਵਿੱਚ ਮਦਦ ਕਰੋ।

ਪ੍ਰਸ਼ਨਾਵਲੀ 'ਚ ਹਿੱਸਾ ਲੈਣ ਲਈ engage.gov.bc.ca/HowWeVote 'ਤੇ ਜਾਓ

