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 str

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:<u>yuii@captusad.com]</u> 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

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

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Cc: yuii@captusad.com

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Hi Kathryn,

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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

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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;

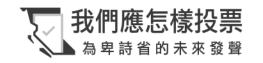
- 1. The *How we Vote* logo needs to be at the bottom with the BC wordmark on the bottom right. Place the *How we Vote* logo first and then the BC Wordmark the logos should be side by side.
- 2. Members should be capitalized (first line...Members of the Legislative Assembly).
- 3. And the call to action 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。

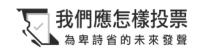






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Hi Kathryn,

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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!

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

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Thanks so much, Kathryn



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

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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

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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**

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



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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;

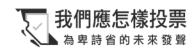
- 1. The *How we Vote* logo needs to be at the bottom with the BC wordmark on the bottom right. Place the *How we Vote* logo first and then the BC Wordmark the logos should be side by side.
- 2. Members should be capitalized (first line...Members of the Legislative Assembly).
- 3. And the call to action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







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 ਕੌਲ ਮੌਕਾ ਹੈ।28 ਫਰਵਰੀ ਤੋਂ ਪਹਿਲਾਂ ਪ੍ਰਸ਼ਨਾਵਲੀ ਲਓ ਅਤੇ ਰੈਫਰੈਂਡਮ ਨੂੰ ਤਰਾਸ਼ਣ ਵਿੱਚ ਮਦਦ ਕਰੋ।



