

KM - Enhanced Care ad buy

From: McAndrews, Caroline GCPE:EX <Caroline.McAndrews@gov.bc.ca>
To: Sanderson, Melanie PSSG:EX <Melanie.Sanderson@gov.bc.ca>, Maartman, William PSSG:EX <William.Maartman@gov.bc.ca>, Douglas, Andrew PSSG:EX <Andrew.Douglas@gov.bc.ca>
Cc: Harris, Megan GCPE:EX <Megan.Harris@gov.bc.ca>, Sieben, Mark PSSG:EX <Mark.Sieben@gov.bc.ca>, Scott, Douglas S AG:EX <Douglas.S.Scott@gov.bc.ca>, Indridson, Ian GCPE:EX <Ian.Indridson@gov.bc.ca>, Watson, Jason GCPE:EX <Jason.Watson@gov.bc.ca>, Howlett, Tim GCPE:EX <Tim.Howlett@gov.bc.ca>, Brandt, Alissa GCPE:EX <Alissa.Brandt@gov.bc.ca>, Prevost, Jean-Marc GCPE:EX <Jean-Marc.Prevost@gov.bc.ca>, Scott, Douglas S FIN:EX
Sent: January 22, 2021 4:33:22 PM PST
Received: January 22, 2021 4:33:23 PM PST

Hi all: the ad campaign for the ICBC's Enhanced Care estimator tool begins Monday.
Below are the KM's approved by GCPE HQ for any q's on the budget for the campaign.
If we get any media calls, we will still run them through all the approvals.
Don't necessarily anticipate calls, but this is just in case.
C

If needed (one or both would be provided, depending on what is asked):

- ICBC's spring ad campaign (Jan to May 2021), which includes radio, television and digital media (Facebook, Instagram, Twitter, digital billboards) is budgeted for roughly \$2.8 million, including ad placement costs, in addition to development and production fees.
 - ICBC's ad budget of \$2.8 million represents 1.7% of the full project budget.
 - The provincial government contributed an additional \$500,000 towards the total \$ 3.3 million budget.
- Last year (2020), ICBCs' ad campaign spend for the launch of Enhanced Care in February to the end of the year was roughly \$ 1.67 million.
 - ICBC's ad spend of \$1.67 million represents 1.9% of the project budget as of December 31, 2020.
 - The provincial government contributed an additional \$780,000 towards the total \$1.75 million budget.

Caroline McAndrews
Communications Director
Ministry of Public Safety and Solicitor General
T: 250 356-1196 Caroline.McAndrews@gov.bc.ca

FW: Edits to Enhanced Care microsite images

From: McAndrews, Caroline GCPE:EX <Caroline.McAndrews@gov.bc.ca>
To: Sanderson, Melanie PSSG:EX <Melanie.Sanderson@gov.bc.ca>, Maartman, William PSSG:EX <William.Maartman@gov.bc.ca>
Cc: Douglas, Andrew PSSG:EX <Andrew.Douglas@gov.bc.ca>, Brandt, Alissa GCPE:EX <Alissa.Brandt@gov.bc.ca>
Sent: January 25, 2021 4:31:32 PM PST
Received: January 25, 2021 4:31:33 PM PST
Attachments: Option 2.png, D3F1FDC0.PNG

FYI, ICBC changing imagery on the microsite after feedback from GCPE HQ.

-----Original Message-----

From: Best, Kate <Kate.Best@icbc.com>
Sent: January 25, 2021 3:49 PM
To: Prevost, Jean-Marc GCPE:EX <Jean-Marc.Prevost@gov.bc.ca>; Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>
Cc: Groot, Jeff AG:EX <Jeff.Groot@gov.bc.ca>; McAndrews, Caroline GCPE:EX <Caroline.McAndrews@gov.bc.ca>; XT:Henderson, Doug GCPE:IN <Doug.Henderson@icbc.com>; Ho, Mickey <Mickey.Ho@icbc.com>
Subject: Edits to Enhanced Care microsite images

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Hi Nammi and Jean-Marc

Here's our interim solution to address the feedback on the microsite imagery. It will go live tomorrow am.

- Microsite homepage will now feature Alvin (see first attachment for mock-up)
- Care and Coverage page will feature a new image of Candus smiling (see attached)

The team is still going to do a proper review of all footage to see if we can land anything better, but I do think this addresses the concerns.

Let me know if you have any questions or concerns.
Kate

-----Original Message-----

From: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>
Sent: Monday, January 25, 2021 1:08 PM
To: Best, Kate <Kate.Best@icbc.com>
Subject: Re: [EXTERNAL] Website images

That's great. Thanks Kate.

On 2021-01-25, 12:59 PM, "Best, Kate" <Kate.Best@icbc.com> wrote:

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

I was thinking the same thing given the estimator tool announcement tomorrow. We are prioritizing the homepage and will try our best.

Kate

-----Original Message-----

From: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>

Sent: Monday, January 25, 2021 12:58 PM

To: Best, Kate <Kate.Best@icbc.com>; Ho, Mickey <Mickey.Ho@icbc.com>

Cc: Prevost, Jean-Marc GCPE:EX <Jean-Marc.Prevost@gov.bc.ca>; Groot, Jeff AG:EX <Jeff.Groot@gov.bc.ca>

Subject: Re: [EXTERNAL] Website images

Thanks Kate. Appreciate this very much. If there does happen to be a more positive still we could get on just the landing page before tomorrow, I think that would be amazing. But I can appreciate that may not be possible.

On 2021-01-25, 12:52 PM, "Best, Kate" <Kate.Best@icbc.com> wrote:

[EXTERNAL] This email came from an external source. Only open attachments or links that you are expecting from a known sender.

Thanks for reaching out, Nammi.

We can relook at all of the footage we captured and see if we can find images which evoke a bit more warmth.

We did consider the facial expressions when picking which image per page but agreed without the context of the ads, they can look sad.

We'll make this a priority but it will take a few days to review the footage and retouch new images. We'll share with Jean-Marc our recommended changes.

Let me know if you need anything more in the mean time.

Kate

-----Original Message-----

From: Poorooshasb, Nammi GCPE:EX <Nammi.Poorooshasb@gov.bc.ca>

Sent: Monday, January 25, 2021 12:31 PM

To: Best, Kate <Kate.Best@icbc.com>; Ho, Mickey <Mickey.Ho@icbc.com>

Cc: Prevost, Jean-Marc GCPE:EX <Jean-Marc.Prevost@gov.bc.ca>; Groot, Jeff AG:EX <Jeff.Groot@gov.bc.ca>

Subject: [EXTERNAL] Website images

Hi Kate and Mickey,

One of the comments we've received from a few people on our end is that the stunned or confused faces selected for the website don't echo the sense of confidence and improvements to ICBC.

I hadn't considered this that those that may come into contact with the site but not have great familiarity with the site could be perplexed by the disappointed or confused looks in the images.

I acknowledge that the majority of the traffic will come through advertising but I think it's a fair comment and do think the website creative would be as strong with more positive images of the actors.

What do you guys think? I think it is possible that this will come up later, including from the Minister.

Sorry to throw this at you now, but it hadn't occurred to me before.

Nammi

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Insurance Corporation of British Columbia | 151 W. Esplanade | North Vancouver | V7M 3H9
Contact Us<<http://www.icbc.com/about-icbc/contact-us/Pages/default.aspx>>



FW: FOR MO: ICBC question - Tax Payers fed

From: Indridson, Ian GCPE:EX <Ian.Indridson@gov.bc.ca>
To: Maartman, William PSSG:EX <William.Maartman@gov.bc.ca>
Sent: January 27, 2021 1:14:45 PM PST
Received: January 27, 2021 1:14:46 PM PST

Hi – program/ICBC-approved cost figure for the estimator tool upgrade, and context:

- ICBC first launched its online estimator tool in 2019. Significant upgrades have been made to the tool to support the transition to Enhanced Care.
- These upgrades include new functionality so customers can assess the impact of any changes to their coverage and deductible limits on their insurance premium. The tool now shows customers their estimated Enhanced Care refund if they are eligible for one, gives customers the opportunity to provide email and banking details, and has increased performance so more customers can be on the platform at a given time.
- The cost of all of these improvements and upgrades to the estimator tool was approximately \$600,000, all of which has been paid from ICBC's optional insurance with no impact on basic insurance rates. These costs were planned as part of the original Enhanced Care project budget, which has not changed.
- Importantly, the enhancements to the tool are also in line with ICBC's larger commitment to improving the availability of online services to British Columbians.
- Since the tool went live earlier this week, it has seen more than 70,000 visits, which confirms that customers are interested in using it to see what their next renewal looks like and how much they'll save under Enhanced Care.

RE: DUE 2pm - Media Request - ICBC ad campaign budget

From: Maartman, William PSSG:EX <William.Maartman@gov.bc.ca>
To: Tounsi, Marielle GCPE:EX, Sanderson, Melanie PSSG:EX, Douglas, Andrew PSSG:EX, Brandt, Alissa GCPE:EX
Cc: McAndrews, Caroline GCPE:EX, Indridson, Ian GCPE:EX
Sent: February 2, 2021 9:58:44 AM PST
Received: February 2, 2021 9:58:00 AM PST

Good to send – approved by Alissa as well. (sorry I dropped you off the last thread, Marielle)

W

From: Tounsi, Marielle GCPE:EX
Sent: February 2, 2021 9:32 AM
To: Sanderson, Melanie PSSG:EX ; Maartman, William PSSG:EX ; Douglas, Andrew PSSG:EX ; Brandt, Alissa GCPE:EX
Cc: Sieben, Mark PSSG:EX ; Harris, Megan GCPE:EX ; McAndrews, Caroline GCPE:EX ; Indridson, Ian GCPE:EX ; Glover, Hannah AG:EX
Subject: DUE 2pm - Media Request - ICBC ad campaign budget

Hi there,

Please see the below request and recommended response on ICBC enhanced care campaign.

Let us know if you have any changes to the response below or if it can go back to ICBC to send.

Thanks,

Marielle Tounsi | Public Affairs Officer
Government Communications and Public Engagement
Ministry of Public Safety and Solicitor General
Cell: (778) 584-1255
Pronouns: she, her, hers

Reporter

Bob Mackin, reporter
The Breaker
bob@thebreaker.news
604-982-9130

Deadline: Feb 2, 2pm

Request

With regard to the seven different Enhanced Care TV and web spots, what is the approved budget for the ad campaign? What is the schedule? Who are the suppliers -- the creative ad agency and the media buying company?

Recommended response - provide background

Suggested response points

- Enhanced Care represents the biggest change to auto insurance in our province's history, and so it's important to let British Columbians know what is happening and direct them to where they can get additional information.
- ICBC worked with PSDDb for creative services and Vizeum for media buying for its spring ad campaign (Jan to May 2021), which includes radio, television and digital media (Facebook, Instagram, Twitter, digital billboards).

- ICBC has budgeted roughly \$2.8 million for the campaign, including ad placement costs, in addition to development and production fees.
- ICBC's ad budget of \$2.8 million represents 1.7% of the total approved project budget.
- The provincial government contributed an additional \$500,000 towards the budget, bringing the total campaign budget to \$3.3 million.

RE: DUE ASAP - ICBC Media inquiry - CTV - EC ads

From: Tounsi, Marielle GCPE:EX <Marielle.Tounsi@gov.bc.ca>
To: Sanderson, Melanie PSSG:EX <Melanie.Sanderson@gov.bc.ca>, Maartman, William PSSG:EX <William.Maartman@gov.bc.ca>, Douglas, Andrew PSSG:EX <Andrew.Douglas@gov.bc.ca>
Cc: Harris, Megan GCPE:EX <Megan.Harris@gov.bc.ca>, Brandt, Alissa GCPE:EX <Alissa.Brandt@gov.bc.ca>, McAndrews, Caroline GCPE:EX <Caroline.McAndrews@gov.bc.ca>, Indridson, Ian GCPE:EX <Ian.Indridson@gov.bc.ca>, Glover, Hannah AG:EX <Hannah.Glover@gov.bc.ca>, Glover, Hannah FIN:EX
Sent: February 8, 2021 2:07:37 PM PST
Received: February 8, 2021 2:07:37 PM PST
Thanks Mel! Sending back to ICBC now 😊

Marielle Tounsi | Public Affairs Officer
Government Communications and Public Engagement
Ministry of Public Safety and Solicitor General
Cell: (778) 584-1255
Pronouns: she, her, hers

From: Sanderson, Melanie PSSG:EX
Sent: February 8, 2021 2:07 PM
To: Tounsi, Marielle GCPE:EX ; Maartman, William PSSG:EX ; Douglas, Andrew PSSG:EX
Cc: Harris, Megan GCPE:EX ; Brandt, Alissa GCPE:EX ; McAndrews, Caroline GCPE:EX ; Indridson, Ian GCPE:EX ; Glover, Hannah AG:EX
Subject: RE: DUE ASAP - ICBC Media inquiry - CTV - EC ads

Good by me

From: Tounsi, Marielle GCPE:EX <Marielle.Tounsi@gov.bc.ca>
Sent: February 8, 2021 2:05 PM
To: Sanderson, Melanie PSSG:EX <Melanie.Sanderson@gov.bc.ca>; Maartman, William PSSG:EX <William.Maartman@gov.bc.ca>; Douglas, Andrew PSSG:EX <Andrew.Douglas@gov.bc.ca>
Cc: Harris, Megan GCPE:EX <Megan.Harris@gov.bc.ca>; Brandt, Alissa GCPE:EX <Alissa.Brandt@gov.bc.ca>; McAndrews, Caroline GCPE:EX <Caroline.McAndrews@gov.bc.ca>; Indridson, Ian GCPE:EX <Ian.Indridson@gov.bc.ca>; Glover, Hannah AG:EX <Hannah.Glover@gov.bc.ca>
Subject: DUE ASAP - ICBC Media inquiry - CTV - EC ads
Importance: High

Hi there,

Please see below ICBC request from CTV on the EC ads.

Any concern with the response below or can we send this over to ICBC to send back?

Thanks,

Marielle Tounsi | Public Affairs Officer
Government Communications and Public Engagement
Ministry of Public Safety and Solicitor General
Cell: (778) 584-1255
Pronouns: she, her, hers

Reporter
Tanya Boguski | Assignment Desk

CTV News Vancouver | t 604.609.5800 | m 604.787.9549 | tanya.boguski@bellmedia.ca
#500 - 969 Robson Street
Vancouver, BC V6Z 1X5

Deadline asap

Request: This is Tanya at the CTV Assignment Desk in Vancouver. Hoping you can answer something for us – or point us in the right direction. We are looking to confirm that the recent ICBC commercial with the couple talking about lower rates was shot and produced in B.C. Also, could you please confirm that the actors are B.C.-based. <https://www.youtube.com/watch?v=HruCM3gze-4>

Recommended response: ICBC to email response

Suggested response points:

- Yes, all ads were shot locally and the actors are also B.C. based.

RE: ICBC REQUEST: advertising practices

From: Sanderson, Melanie PSSG:EX <Melanie.Sanderson@gov.bc.ca>
To: Latham, Hope GCPE:EX, Maartman, William PSSG:EX
Cc: McAndrews, Caroline GCPE:EX, Watson, Jason GCPE:EX, Indridson, Ian GCPE:EX, Maher, Melissa PSSG:EX, Douglas, Andrew PSSG:EX, Glover, Hannah FIN:EX, Brandt, Alissa GCPE:EX
Sent: March 5, 2021 1:07:07 PM PST
Received: March 5, 2021 1:07:07 PM PST
Approved

From: Latham, Hope GCPE:EX
Sent: March 5, 2021 12:42 PM
To: Sanderson, Melanie PSSG:EX ; Maartman, William PSSG:EX
Cc: McAndrews, Caroline GCPE:EX ; Watson, Jason GCPE:EX ; Indridson, Ian GCPE:EX ; Maher, Melissa PSSG:EX ; Douglas, Andrew PSSG:EX ; Glover, Hannah FIN:EX ; Brandt, Alissa GCPE:EX
Subject: ICBC REQUEST: advertising practices

Hi there,

ICBC request here for your approval. Reviewed by CAS and advertising team. Good to go?

Thanks!

H

Reporter

Colin Dacre, News Director
Castanet (Penticton)
colin@castanet.net
778-646-2001 c: 250-488-3438

Deadline ASAP

Request

I'm working on a story on the advertising practices of various public bodies and ministries. I was wondering if you would be able to tell me how much money ICBC has budgeted on advertising in informing the public to its move to no-fault insurance? And how that money was dispersed in terms of TV, radio, social media etc. I'd like to focus on just the single campaign, rather than ICBC's whole ad budget, which I'm sure would be difficult to sift through? For example I've received similar data from the Ministry of Finance on its ad spending associated with its 2020 budget specifically, and have made requests of BC Hydro and a few other bodies. Hopefully I don't need to go the FOI route on this? As other organizations were able to supply the info.

Recommendation

- Enhanced Care represents the biggest change to auto insurance in our province's history, and we want to make it easy for British Columbians to get information about how this change impacts them.
- ICBC's ad campaign runs from January to May 2021 and includes radio, television and digital media.
- ICBC has budgeted roughly \$2.8 million for ad production and placement, broken out below:
 - TV: \$571,800
 - Radio: \$418,500
 - Digital:
 - Billboards: \$269,140
 - Online video: \$294,000

- Online audio: \$40,000
- Banner ads: \$218,000
- Social media: \$123,000
- Google AdWords: \$135,000

Background