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VIA EMAIL

February 4, 2020

[applicant information]

Dear

Re: Request for Records: BCLC File 20-008

British Columbia Lottery Corporation (BCLC) writes further to your January 8, 2020 request under B.C.'s *Freedom of Information and Protection of Privacy Act* (FIPPA), BCLC's two letters, dated January 9, 2020 (sent via email on January 22, 2020) and January 21, 2020, and an email exchange between you and BCLC on January 10, 2020.

Your original request was for:

"Regarding the Nov. 21, 2019 BCLC video Tweet: "We've delivered on our commitment to expand GameSense..." and Nov. 26, 2019 video Tweet: "This is big! We've delivered on our commitment to expand GameSense..."

A copy of the business case and procurement report for the video (including justification for sole-sourcing, if there was no competitive process); the list of contractors and subcontractors and the amounts they were each paid to write, shoot, edit and produce the video; the script and production notes; and records about publishing to social media and other channels."

You clarified this request via email on January 10, 2020 to be for:

"Regarding the Nov. 21, 2019 BCLC video Tweet: "We've delivered on our commitment to expand GameSense..." and Nov. 26, 2019 video Tweet: "This is big! We've delivered on our commitment to expand GameSense..."

A copy of the business case and procurement report for the video (including justification for sole-sourcing, if there was no competitive process); the list of contractors and subcontractors and the amounts they were each paid to write, shoot, edit and produce the video; the script and production notes; and correspondence about the conception, creation, editing, production and approvals of the content on social media and other channels."

In accordance with section 6(2) of FIPPA, BCLC has created a record, enclosed in the body of this letter, in response to your request. The record represents a table showing whether or not a business case or a procurement report was created, as well as a list of contractors/ subcontractors and the amounts that were paid to each of these entities for services rendered.

Contractor/ Subcontractor	Amount Paid	Services Rendered	Business Case (Y/N)	Procurement Report (Y/N)
Butter Studios	* \$1,350.00, plus 5% GST (\$67.50) for a total of \$1,417.50	Overall photography and videography services for the media event, of which the video was one component.	N	N
Capture the Moment Media	** \$2,575.00, plus 5% GST (\$128.75), for a total of \$2,703.75	Video production services for a BCLC internal GameSense Summit. BCLC used short components of the internal video for external purposes.	N	N

* BCLC notes that the services captured in this amount are broader than the social-media video.

** BCLC notes that the services captured in this amount are broader than the social-media video.

The reason that there is no business case or procurement report is that the amount paid for this project is below the required level for RFP.

BCLC is also providing 38 pages of records in response to your request for the script, production notes and correspondence about the conception, creation, editing, production and approvals of the content on social media and other channels. Some information has been withheld from disclosure under sections 13, 17 and 22 of FIPPA.

Below are the reasons for withholding information under each of the exceptions to disclosure noted.

Section 13 (policy advice or recommendations)

The information withheld under this section constitutes advice and recommendations by BCLC staff and others to BCLC decision makers.

Section 17 (harm to the financial or economic interests of BCLC)

The information withheld under this section is harmful to BCLC's financial or economic interests because disclosure would reveal the private cell phone numbers of several BCLC employees, which could necessitate changing the numbers with an associated cost to BCLC.

Section 22 (harm to personal privacy)

The information withheld under this section consists of the personal information of various individuals. It would be an unreasonable invasion of personal privacy if disclosed.

The full text of sections 13, 17 and 22 can be found at:

http://www.bclaws.ca/Recon/document/ID/freeside/96165_00

These records will be published a minimum of five business days after release at:

<https://corporate.bcl.com/who-we-are/corporate-reports/reports-disclosures.html>

If you have any questions or concerns regarding BCLC's processing of your request, please contact me at ksimcoe@bcl.com, via mail or at (250) 852-5228.

Additionally, under section 52 of FIPPA, you may ask the Information and Privacy Commissioner to review this reply to your request for information. You have 30 business days from the receipt of this notice to request a review by writing to:

Office of the Information and Privacy Commissioner for British Columbia
P.O. Box 9038, Station Provincial Government
Victoria, BC V8W 9A4

T (250) 387-5629 F (250) 387-1696
Email info@oipc.bc.ca Online www.oipc.bc.ca

Sincerely,
[original signed by]

Kevin Simcoe
Senior Freedom of Information Analyst

Enclosure

Kevin Simcoe

From: Lara Gerrits
Sent: October-29-19 11:17 AM
To: Sarah Darcey
Subject: RE: GSA video

Let's just use the first 10 seconds of the Kyle clip. The rest isn't the best. And no b-roll please and thanks, as discussed. Appreciate your help on this ☺

Cheers,

Lara

Lara Gerrits

Manager, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6
T 604 228 3066 C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

From: Sarah Darcey
Sent: October-29-19 9:46 AM
To: Lara Gerrits
Subject: RE: GSA video

This is the Kyle clip extended and I will have to ask him about the John stuff because I cant open his interview for some reason. Let me know if you want the whole Kyle thing. And do you want Broll in these clips? I will just let him know if you do.

From: Lara Gerrits <LGerrits@bclc.com>
Sent: October-28-19 6:52 PM
To: Laura Piva-Babcock <LPiva-Babcock@bclc.com>; Sarah Darcey <SDArcey@BCLC.com>
Subject: RE: GSA video

Hi Sarah,

Thanks so much for this.

My ideal is to get several (3-4) short chunks of video content from the GSAs' perspective that we can use on Twitter over several weeks to describe what a GSA is, using their first-hand stories.

Is it possible to get the below edited out as stand-alone interviews? Each video should still the name/title of the GSAs please, and end on the the GameSense/BCLC graphic screen.

- :50 second mark to 1 minute mark (approx.): Interview with Kyle Toews ... if there is any more from this interview that didn't make the cut and it would work, it would be ice to have a bit more...
- 2:08 – 2:20 (this clip starts with some b-boll of Adrian talking, but can we just start with the actual video of him being interviewed? The b-roll won't make sense to an external audience): Interview with Adrian Maoisonneuve

- 2:19 – 2:41 – Happie Poonian interview

Also, there is the beginning of an interview with John Vogels at the 2:04 mark... is there any more to this interview that didn't make the cut? If there's a bit more to this interview, it would be worthwhile to have, as well.

Many thanks for this ;)

Lara

Lara Gerrits

Manager, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6
T 604 228 3066 C s 17(1)

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From: Laura Piva-Babcock <LPiva-Babcock@bclc.com>

Sent: October-28-19 4:55 PM

To: Sarah Darcey <SDArcey@BCLC.com>

Cc: Lara Gerrits <LGerrits@bclc.com>

Subject: GSA video

Hi Sarah,

Lara will get back to you by tomorrow morning with the clips she'd like pulled.

Thanks again,

Laura Piva-Babcock

Director, Communications
74 West Seymour Street, Kamloops, B.C. V2C 1E2
T 250 828 5576 C s 17(1)

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Kevin Simcoe

From: Laura Tang
Sent: November-15-19 10:27 AM
To: Erica Simpson
Cc: Lara Gerrits
Subject: RE: GSA Event Video edits

Hi Erica,

I'm just about to step into a meeting. Can you please let me know when you need feedback by? Thanks.

Laura Tang

Senior Specialist, Social Media
BCLC, 2940 Virtual Way, Vancouver, B.C. V5M 0A6



Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

From: Erica Simpson
Sent: November 15, 2019 10:25 AM
To: Laura Tang
Cc: Lara Gerrits
Subject: GSA Event Video edits

Hi Laura,

I'm looking for feedback on this video we just got back from the agency we used for photography and videography for the GSA event.

Video link is [HERE](#). We have two rounds of edits included in our quote.

We can leverage this video on social and also internally, I think it's a powerful tool for Player Health to use to communicate the importance of GSAs and the Information Centres, as well as the Player Health Ambition. We can use it too of course to show how we add value to the business. Here are a few preliminary suggestions Lara and I have come up with:

- edit it down to 1 min 30 or less
- add subtitles so people on their phones don't have to listen to hear what the speakers are saying
- in general there's too much of the speakers reading from their notes. Use their voices with more b-roll of the event, less of them talking at the podium
- I'd like more b-roll of the interviews that took place after the event
- I'd like the opening words from Greg to cut to b-roll after he says the "have the healthiest players in the world" – cut the b-roll and use what he says after that as voice over. It's a powerful statement and I want more emphasis of it but cutting away to b-roll after he says it
- during Happie's speech, cut to images of the GSAs who attended the event talking to guests
- I'm not convinced the clips from Happie are the strongest from his speech...I like some of them but not all of them. They also went on too long. Do we want any clips from Happie's story about the player?
- end with b-roll of the speakers shaking hands, Minister Eby's voice can be used a voice over if needed
- cut out the Butter studios logo at the end and replace with GameSense or BCLC
- add GameSense logo to the opening screen – I don't want the opening screen to be of slot machines

-do we want two shots of the slots (first dragon and then the one with Happie demonstrating, or just the one with Happie demonstrating?)

Thank you!

Erica

Erica Simpson

Senior Communications Officer, Media & Issues Management

BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6

T 604 225 6237

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Kevin Simcoe

From: Lara Gerrits
Sent: November-20-19 1:44 PM
To: Erica Simpson
Cc: Cecilia Ho
Subject: RE: To Download > GameSense Videos

I think the clips are more organic outreach to continue the message regarding the importance of the GSAs. As such, I don't think we should put paid behind them... and I'm not too concerned about them being so 'slick.' Perhaps they can lead up to the paid video? I believe Ceci was going to tweet the first one out on Thursday on Twitter. I'd like to get moving with those on Twitter as I believe they are really a continuation of the media event.... And we should include a link to the news release.

I'm not sure they will make the most sense elsewhere as they're just designed as a short snapshot to build awareness, but up to you guys.

Lara Gerrits

Manager, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6
T 604 228 3066 C s 17(1)

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From: Erica Simpson
Sent: November-20-19 1:39 PM
To: Lara Gerrits
Cc: Cecilia Ho
Subject: FW: To Download > GameSense Videos

Hi Lara,
Just FYI, Laura T is asking some good questions about the GSA videos...do have a vision for these or would you like Ceci and I to work together to flesh this out. She's wondering about paid as well for these ones.

Cheers,
E

From: Laura Tang <LTang@bclc.com>
Sent: November 20, 2019 1:35 PM
To: Cecilia Ho <CHO@bclc.com>; Lisa Yap <LYap@bclc.com>; Tasha Dennis <NDennis@bclc.com>
Cc: Erica Simpson <ESimpson@bclc.com>
Subject: RE: To Download > GameSense Videos

Neat!

Thanks for sharing the link. I had no idea these GSA clips existed.

Some questions for you/ Erica

- Are these clips final? I only ask because they do not appear color corrected

- Where do we plan on sharing some of these clips? And is there a paid component?
 - Twitter
 - LinkedIn
- What purpose do we want these GSA video clips to do?
 - o Raise awareness (video views only)?
 - o Drive traffic to GS website?
 - o Drive traffic to an article located on Media Centre?
- Do we also want to put paid behind these? Following an extension/continuation from the GSA completion video e.g second wave
- When do we plan on sharing these clips?
 - o Erica mentioned you are my main point of contact for the Media Content Calendar – can you please share it with me? Even if it's a working one it will be super helpful.
- Has Cambrea seen the clips as well?

Yours/Erica's help in answering these questions above will help me when I start drafting the social plan.

It will also ensure that my social tactics are aligned with the media team's objectives for these social videos.

Thank you for all your help, Cecilia!

Regards,

L

Laura Tang

Senior Specialist, Social Media

BCLC, 2940 Virtual Way, Vancouver, B.C. V5M 0A6



Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

From: Cecilia Ho <CHo@bclc.com>

Sent: November 20, 2019 10:43 AM

To: Lisa Yap <LYap@bclc.com>; Tasha Dennis <NDennis@bclc.com>; Laura Tang <LTang@bclc.com>

Subject: FW: To Download > GameSense Videos

Hi Team,

Laura – here's the link to the GameSense videos.

Cecilia Ho

Communications Officer, Media & Issues Management

BCLC, 2940 Virtual Way, Vancouver B.C. V5M 0A6

T 604 228 3186 C s 17(1)

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From: Cecilia Ho

Sent: November 6, 2019 2:47 PM

To: Lisa Yap <LYap@bclc.com>

Subject: FW: To Download > GameSense Videos

Hi Lisa,

Here's the email chain to the link. I've copied it here for your convenience: [Link > BCLC GameSense Videos](#).

I'd like to coordinate so we don't share different videos at the same time. Here's what I was thinking:

Friday, Nov 8 – Adrian

Thursday, Nov 14 – Kyle

Thurs, Nov 29 – Happie

I don't plan on uploading the full video onto Twitter. Maybe we can use that for LinkedIn? Let me know what you think.

Thanks,

Cecilia Ho

Communications Officer, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver B.C. V5M 0A6
T 604 228 3186 CS 17(1)

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From: Lara Gerrits <LGerrits@bclc.com>

Sent: November 5, 2019 5:37 PM

To: Erica Simpson <ESimpson@bclc.com>; Cecilia Ho <CHo@bclc.com>

Subject: FW: To Download > GameSense Videos

For discussion re: social / GSA stuff in the coming weeks, to follow on heels of Friday's announcement.

Lara Gerrits

Manager, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6
T 604 228 3066 C s 17(1)

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From: Sarah Darcey <SDArcey@BCLC.com>

Sent: November-05-19 4:51 PM

To: Lara Gerrits <LGerrits@bclc.com>

Subject: FW: To Download > GameSense Videos

Here's the social clips – let me know if they are good to go.

From: John Hilhorst s 22

Sent: November-05-19 10:29 AM

To: Sarah Darcey <SDArcey@BCLC.com>

Subject: Re: To Download > GameSense Videos

Good morning Sarah!

Just making for you received the videos with music added as well as the update to Happie's social edit. Let me know if all looks good on your end.

Talk soon :)
John

JOHN HILHORST

Co-Founder | Capture the Moment Media

+1 (604) 283-4337

s 22

www.capturethemomentmedia.com

On Fri, Nov 1, 2019 at 11:53 AM John Hilhorst^{s 22} wrote:
Hey Sarah!

No problem. I have updated the videos to include music and also cut after Happie says "ah ha". Have another look at the videos which you can view and download on google drive and if all looks good, let me know :)

Link > BCLC GameSense Videos

Talk soon,
John

JOHN HILHORST

Co-Founder | Capture the Moment Media

+1 (604) 283-4337

s 22

www.capturethemomentmedia.com

On Thu, Oct 31, 2019 at 6:08 PM Sarah Darcey <SDArcey@bclc.com> wrote:

Thanks so much John. Can you add some music to the social clips. Its fine if there is a charge for that. And for Happie's can you cut it right after he says ah ha moment. Appreciate everything and send me the bill ☺

Cheers, Sarah

From: John Hilhorst's 22
Sent: October-31-19 8:51 AM
To: Sarah Darcey <SDArcey@BCLC.com>
Subject: To Download > GameSense Videos

Good morning Sarah!

I have the final videos ready for you to download via Google Drive. Special note - we updated the resolution of the end logo as it was appearing a bit pixelated. Please use the versions in this folder. If you can confirm these are all good on your end that would be great.

Download Link > [BCLC GameSense Videos](#)

Any questions or comments just send them my way. Talk soon,

John



JOHN HILHORST
Co-Founder | Capture the Moment Media



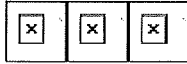
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s 22



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Kevin Simcoe

From: Lara Gerrits
Sent: November-21-19 1:46 PM
To: 'Dargie, Cathy GCPE:EX'
Subject: GSA video

Hi Cathy,

Here is the GSA video, as discussed. We plan to push this out on our social channels next week to support the media strategy in support of the GSA expansion.

<https://vimeo.com/373274184/bb246b985d>

Cheers,

Lara

Lara Gerrits

Manager, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6
T 604 228 3066 C s 17(1)

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Kevin Simcoe

From: Erica Simpson
Sent: November-21-19 2:03 PM
To: Lara Gerrits
Subject: Re: GameSense Logo and brand guidelines

□

Erica Simpson
BCLC Senior Communications Officer
Cell: s 17(1)

On Nov 21, 2019, at 2:00 PM, Lara Gerrits <LGerrits@bclc.com> wrote:

They are copied on the board email ☺
Lara Gerrits
Manager, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6
T 604 228 3066 C s 17(1)

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From: Erica Simpson <ESimpson@bclc.com>
Sent: November-21-19 1:59 PM
To: Lara Gerrits <LGerrits@bclc.com>
Subject: Re: GameSense Logo and brand guidelines
Should we ensure Kevin G / Greg see it too?

Erica Simpson
BCLC Senior Communications Officer
Cell: s 17(1)

On Nov 21, 2019, at 1:43 PM, Lara Gerrits <LGerrits@bclc.com> wrote:

I would like this to go in the next board media summary, too. Ceci – will this be uploaded to our BCLC youtube?

Cheers,

Lara

Lara Gerrits
Manager, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6
T 604 228 3066 C s 17(1)

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From: Erica Simpson <ESimpson@bclc.com>
Sent: November-21-19 1:34 PM
To: Lara Gerrits <LGerrits@bclc.com>; Laura Tang <LTang@bclc.com>; Cecilia Ho

<CHo@bclc.com>

Subject: RE: GameSense Logo and brand guidelines

Great! I will share with the Player Health Team/LPB.

Thanks for the great teamwork on this one guys! ☺

From: Lara Gerrits <LGerrits@bclc.com>

Sent: November 21, 2019 1:26 PM

To: Erica Simpson <ESimpson@bclc.com>; Laura Tang <LTang@bclc.com>; Cecilia Ho <CHo@bclc.com>

Subject: RE: GameSense Logo and brand guidelines

Boom! Looks great to me. Good to go. ☺

I am going to share this with GCPE, as well.

Cheers,

Lara

Lara Gerrits

Manager, Media & Issues Management

BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6

T 604 228 3066 C s 17(1)

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From: Erica Simpson <ESimpson@bclc.com>

Sent: November-21-19 12:38 PM

To: Lara Gerrits <LGerrits@bclc.com>; Laura Tang <LTang@bclc.com>; Cecilia Ho <CHo@bclc.com>

Subject: FW: GameSense Logo and brand guidelines

Updated video! ☺

From: Chris of Butter Studios <chris.buttermedia@gmail.com>

Sent: November 21, 2019 12:32 PM

To: Erica Simpson <ESimpson@bclc.com>

Cc: chris@butterstudios.ca

Subject: Re: GameSense Logo and brand guidelines

Hi Erica,

Thank you for your patience. Please see the updated video here:

<https://vimeo.com/373274184/bb246b985d>

Thanks!

Chris

CHRIS CHONG

Butter Studios Agency

Cell: 604.787.5333 / Toll Free: 1.833.BUTTER8 (288-8378)

Email: chris@butterstudios.ca

Events & Commercial: butterstudiosagency.ca

Social: [@butterstudiosagency](https://www.instagram.com/butterstudiosagency)

Unit #5 – 3009 Murray Street, Port Moody, BC V3H 1X3

On Tue, Nov 19, 2019 at 4:04 PM Erica Simpson <ESimpson@bclc.com> wrote:

One final thing Chris, that I just noticed, is also in the last screen, which I love of the three speakers shaking hands there's a green blur of colour, will that / could that be the GameSense logo?

Thanks again!

From: Erica Simpson
Sent: November 19, 2019 11:46 AM
To: chris@butterstudios.ca
Subject: RE: GameSense Logo and brand guidelines

Hi Chris,

This version looks great, thanks so much for your patience while we work through our edits. We just have a couple more:

-at second .40, Laura Piva-Babcock is in a conversation that looks a little too intense, can you use different b-roll of her in that?

-at second .19, can we cut out the part where someone's back walks in front of the camera and just cut straight to Minister Eby?

-can you please eliminate the GameSense Advisor Completion Event opening screen? We don't need it.

-at second .16 can you not have the camera moving when you show the GameSense sign? Can it be just a still shot? I noticed a lot of movement. If you don't have a better still shot of the GameSense sign, it's OK, just leave as is.

-at second .48 – the jump from Happie to Greg Moore is a bit clunky, can we put just a second or two of b-roll there in between the two of them speaking? I also want to that b-roll to emphasize Happie's statement "with respect and without judgement."

-please remove the slot machine image as the opening image and start with the BCLC / GameSense logos

Finally, are we able to optimize the video to the appropriate social specs below?

Facebook video – 1280 x 720 px (MP4 or MOV)

LinkedIn video – 1920 x 1080 px (MPEG-4 or MOV)

Twitter Video in landscape – 1280 x 720 px (MP4 or MOV)

We should be all set after this round Chris!

Cheers,

Erica

From: Chris of Butter Studios <chris.buttermedia@gmail.com>
Sent: November 18, 2019 11:47 AM
To: Erica Simpson <ESimpson@bclc.com>
Cc: chris@butterstudios.ca
Subject: Re: GameSense Logo and brand guidelines

Hi Erica,

Sounds good. Cindy will work on getting those elements added on. As for the other changes, it has been updated on the same link: [CLICK HERE](#) to view.

Cheers,

Chris

CHRIS CHONG

Butter Studios Agency

Cell: 604.787.5333 / Toll Free: 1.833.BUTTER8 (288-8378)

Email: chris@butterstudios.ca

Events & Commercial: butterstudiosagency.ca

Social: [@butterstudiosagency](#)

Unit #5 – 3009 Murray Street, Port Moody, BC V3H 1X3

On Mon, Nov 18, 2019 at 11:34 AM Erica Simpson <ESimpson@bclc.com> wrote:

Hi Chris,

I just touched base with our GameSense brand manager around the logo, etc.

Please see the attached GameSense brand guidelines and the Responsible Gambling messaging standards. You will likely need to include an animated Responsible Gambling bar (pg 25).

Please ensure the accurate GameSense colours & fonts are used.

Thank you so much!

Erica

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Kevin Simcoe

From: Lara Gerrits
Sent: November-22-19 11:21 AM
To: Cecilia Ho; Erica Simpson
Subject: RE: Media Relations Paid Post

Ceci and Erica,

I leave this in your more than capable hands. This looks great to me. My only request is I would like to see the tweet that goes out with the video.

Thanks for all of your work on this ☺

Cheers,

Lara

Lara Gerrits
Manager, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6
T 604 228 3066 C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

From: Laura Tang
Sent: November-22-19 11:06 AM
To: Cecilia Ho ; Erica Simpson
Cc: Lara Gerrits
Subject: RE: Media Relations Paid Post

Hi Cecilia,

Please find attached the **Twitter Paid Social Strategy: GSA Parq Event Video**.

I'd like to walk you through the plan and have sign off from Erica/you by Monday so that we can execute this together on Tuesday.

Thanks Cecilia!

Regards,
Laura Tang
Senior Specialist, Social Media
C: s 17(1)
BCLC, 2940 Virtual Way, Vancouver, B.C. V5M 0A6
[Facebook](#) | [Twitter](#) | [LinkedIn](#)

Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

From: Cecilia Ho <CHo@bclc.com>
Sent: November 21, 2019 3:51 PM
To: Laura Tang <LTang@bclc.com>
Subject: RE: Media Relations Paid Post

Perfection!

Cecilia Ho
Communications Officer, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver B.C. V5M 0A6
T 604 228 3186 CS 17(1)

Connect with us:
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From: Laura Tang <LTang@bclc.com>
Sent: November 21, 2019 3:43 PM
To: Cecilia Ho <CHo@bclc.com>
Subject: RE: Media Relations Paid Post

Hi Cecilia,

Thanks for the discussion and update just now.

I should have the plan completed by tomorrow before noon. You/Erica can review it by Monday so that we can execute it on Tuesday.

Many thanks, Cecilia!

-L

From: Cecilia Ho <CHo@bclc.com>
Sent: November 21, 2019 2:27 PM
To: Laura Tang <LTang@bclc.com>
Subject: Media Relations Paid Post

Hi Laura,

Wondering if you have any updates on the campaign one-pager.

Thanks,

Cecilia Ho
Communications Officer, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver B.C. V5M 0A6
T 604 228 3186 CS 17(1)

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Kevin Simcoe

From: Lara Gerrits
Sent: November-25-19 10:05 AM
To: Cecilia Ho
Cc: Katie Hensrud
Subject: RE: GSA video - You Tube

I think we can do You Tube today. I don't think it's a hot You Tube channel and it's not like this is something that we have to keep totally under wraps until the tweet goes out, either... thankyou! ;)

Lara Gerrits
Manager, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6
T 604 228 3066 C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

From: Cecilia Ho
Sent: November-25-19 10:04 AM
To: Lara Gerrits
Cc: Katie Hensrud
Subject: RE: GSA video - You Tube

Sorry I meant to say we'd make it live for Tuesday. Apologies ☺

Cecilia Ho
Communications Officer, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver B.C. V5M 0A6
T 604 228 3186 C s 17(1)

Connect with us:
[Twitter @BCLC](#) | [Twitter @BCLCGameSense](#) | [LinkedIn](#) | [bclc.com](#)

From: Lara Gerrits <LGerrits@bclc.com>
Sent: November 25, 2019 10:02 AM
To: Cecilia Ho <CHo@bclc.com>
Cc: Katie Hensrud <KHensrud@bclc.com>
Subject: GSA video - You Tube
Importance: High

Hi Ceci,

Can we get that GSA event video loaded up onto our You Tube asap? Greg is wanting to share internally (and I've asked Matt to include a link in the email to the Board).

Can you let Katie, Matt and I know once it's up and you have the link?

Also – can you please send me a suggested tweet for Greg for tomorrow once our tweet is out? His would be an opportunity to @ the Minister, I think. ☺

Cheers,

Lara

Lara Gerrits

Manager, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6
T 604 228 3066 C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

Kevin Simcoe

From: Lara Gerrits
Sent: November-25-19 10:11 AM
To: Cecilia Ho
Subject: RE: Twitter Copy

I'm fine with the shorter copy. Maybe the CTA should be "learn more about why it matters" or something like that?

Lara Gerrits
Manager, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6
T 604 228 3066 C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

From: Cecilia Ho
Sent: November-25-19 10:09 AM
To: Lara Gerrits
Subject: RE: Twitter Copy

Hi Lara,

I forwarded the copy to Laura. She mentioned with the video maybe we would want to keep the copy shorter and provided a recommendation (below). I did relay to her that we actually added the line about what GSA Advisors do after consideration but she would like your thoughts on this with the following mock ups:

Original: LT recommendation:



This is big!

We've delivered on our commitment to expand GameSense Advisors to every casino and community gaming centre in B.C.. Advisors support our players with healthy-play habits and refer those experiencing challenges to support resources.

www.bitly.com

8:00 AM · 26 Nov 2019



This is big!

We've delivered on our commitment to expand GameSense Advisors to every casino and community gaming centre in B.C..

Find out more about the expansion:
www.bitly.com

8:00 AM · 26 Nov 2019



Thanks,

Cecilia Ho

Communications Officer, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver B.C. V5M 0A6
T 604 228 3186 CS 17(1)

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From: Lara Gerrits <LGerrits@bclc.com>

Sent: November 25, 2019 8:47 AM

To: Cecilia Ho <CHo@bclc.com>

Subject: RE: Twitter Copy

Hi Ceci,

Thanks for this. Please see my comments below. I think we need to differentiate that its not GameSense that is expanding but the Advisors ... GameSense is the umbrella program and is already in place across the province. I also would like to try and get a titch more in about what GSAs do. I'm not dead set on the below but let me know what you think.

Lara Gerrits

Manager, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6
T 604 228 3066 C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

From: Cecilia Ho <CHo@bclc.com>

Sent: November-22-19 3:02 PM

To: Lara Gerrits <LGerrits@bclc.com>

Subject: RE: Twitter Copy

Hey Lara,

My bad about the bingo halls!

Re tagging, I think that's a great point for consideration. s 13(1)

Will consult Laura T as she has more experience than me in the Twittter-sphere.

Here's some changes incorporating your notes:

This is big! We've delivered on our commitment to expand GameSense Advisors to every casino and community gaming centre in B.C.. Advisors support our players with healthy-play habits and refer those experiencing challenges to support resources (shortened utm)

Happy to wordsmith some more on Monday! s 22

Regards,

Cecilia Ho
Communications Officer, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver B.C. V5M 0A6
T 604 228 3186 CS 17(1)

Connect with us:
[Twitter @BCLC](#) | [Twitter @BCLCGameSense](#) | [LinkedIn](#) | [bclc.com](#)

From: Lara Gerrits <LGerrits@bclc.com>
Sent: November 22, 2019 2:49 PM
To: Cecilia Ho <CHo@bclc.com>
Subject: RE: Twitter Copy

Thanks! A couple of points for consideration:
s 13(1)

We can discuss next week. s 22

Lara Gerrits
Manager, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6
T 604 228 3066 C s 17(1)

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[Twitter @BCLC](#) | [Twitter @BCLCGameSense](#) | [LinkedIn](#) | [bclc.com](#)

Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

From: Cecilia Ho <CHo@bclc.com>
Sent: November-22-19 2:20 PM
To: Lara Gerrits <LGerrits@bclc.com>
Subject: Twitter Copy

Hi Lara,

I wanted to send the Twitter copy over. There might be small tweaks based on Laura T's feedback, but as she's gone for the day and I didn't want to wait until Monday, here it is.

Yes! We've completed our ambitious goal of expanding #GameSense to every gambling facility in B.C. All casinos, community gambling centres and bingo halls are now staffed with our trusted GameSense Advisors. (shortened utm)

This is big. We've delivered on our commitment to expand #GameSense to every gambling facility in B.C. You can now find our trusted GameSense Advisors at every casino, community gambling centre and bingo hall in the province. (shortened utm)

Thanks,

Cecilia Ho
Communications Officer, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver B.C. V5M 0A6
T 604 228 3186 CS 17(1)

Connect with us:

[Twitter @BCLC](#) | [Twitter @BCLCGameSense](#) | [LinkedIn](#) | [bclc.com](#)

Kevin Simcoe

From: Laura Tang
Sent: November-25-19 2:04 PM
To: Erica Simpson; Cecilia Ho
Cc: Lara Gerrits
Subject: RE: GameSense Logo and brand guidelines

Updated! Thanks Erica. ☺

Laura Tang

Senior Specialist, Social Media

C: 604.329.4295

BCLC, 2940 Virtual Way, Vancouver, B.C. V5M 0A6

[Facebook](#) | [Twitter](#) | [LinkedIn](#)

Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

From: Erica Simpson
Sent: November 25, 2019 12:52 PM
To: Laura Tang ; Cecilia Ho
Cc: Lara Gerrits
Subject: RE: GameSense Logo and brand guidelines

Thanks so much for posting this Laura! ☺

Two tiny things: Is there any way to make that link clickable? So users don't have to copy and paste?

Also, sorry this is very nit-picky, but could we change the 'on' to 'about'?

Cheers!

Erica

From: Laura Tang <LTang@bclc.com>
Sent: November 25, 2019 12:05 PM
To: Erica Simpson <ESimpson@bclc.com>; Cecilia Ho <CHo@bclc.com>
Cc: Lara Gerrits <LGerrits@bclc.com>
Subject: RE: GameSense Logo and brand guidelines

Hi Ladies,

Please find the video live on YouTube now.

https://youtu.be/AyIAM1bW_nE

Regards,

Laura Tang

Senior Specialist, Social Media

C: s 17(1)

BCLC, 2940 Virtual Way, Vancouver, B.C. V5M 0A6

[Facebook](#) | [Twitter](#) | [LinkedIn](#)

Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

From: Erica Simpson <ESimpson@bclc.com>
Sent: November 22, 2019 1:09 PM
To: Cecilia Ho <CHo@bclc.com>
Cc: Laura Tang <LTang@bclc.com>; Lara Gerrits <LGerrits@bclc.com>
Subject: RE: GameSense Logo and brand guidelines

Sorry guys wrong link! Here's the right one: <https://vimeo.com/373274184/bb246b985d>

From: Erica Simpson
Sent: November 22, 2019 1:05 PM
To: Cecilia Ho <CHo@bclc.com>
Cc: Laura Tang <LTang@bclc.com>; Lara Gerrits <LGerrits@bclc.com>
Subject: FW: GameSense Logo and brand guidelines

Final video link below to upload to our YouTube. Cheers!

From: Chris of Butter Studios <chris.buttermedia@gmail.com>
Sent: November 22, 2019 10:03 AM
To: Erica Simpson <ESimpson@bclc.com>
Subject: Re: GameSense Logo and brand guidelines

Hi Erica,

I've forwarded to Cindy to add the logo. As for the final invoice, you can pay by credit card via the button at the bottom of the invoice [**HERE**](#).

I'll send you the updated video asap!

Thanks,

Chris

CHRIS CHONG
Butter Studios Agency
Cell: 604.787.5333 / Toll Free: 1.833.BUTTER8 (288-8378)
Email: chris@butterstudios.ca
Events & Commercial: butterstudiosagency.ca

Social: [@butterstudiosagency](#)
Unit #5 – 3009 Murray Street, Port Moody, BC V3H 1X3

On Fri, Nov 22, 2019 at 9:24 AM Erica Simpson <ESimpson@bclc.com> wrote:

Hi Chris,

This looks fantastic, thanks so much for your patience with our requested edits! We only have one very final request, which is to add the GameSense logo to the last screen with the BCLC logo Is that possible?

We can process payment today, just let me know how you would like to receive the credit card payment, i.e. over the phone? We will need a final receipt as well.

Cheers,

Erica

From: Chris of Butter Studios <chris.buttermedia@gmail.com>

Sent: November 21, 2019 12:32 PM

To: Erica Simpson <ESimpson@bclc.com>

Cc: chris@butterstudios.ca

Subject: Re: GameSense Logo and brand guidelines

Hi Erica,

Thank you for your patience. Please see the updated video here: <https://vimeo.com/373274184/bb246b985d>

Thanks!

Chris

CHRIS CHONG

Butter Studios Agency

Cell: 604.787.5333 / Toll Free: 1.833.BUTTER8 (288-8378)

Email: chris@butterstudios.ca

Events & Commercial: butterstudiosagency.ca

Social: [@butterstudiosagency](https://www.instagram.com/butterstudiosagency)

Unit #5 – 3009 Murray Street, Port Moody, BC V3H 1X3

On Tue, Nov 19, 2019 at 4:04 PM Erica Simpson <ESimpson@bclc.com> wrote:

One final thing Chris, that I just noticed, is also in the last screen, which I love of the three speakers shaking hands there's a green blur of colour, will that / could that be the GameSense logo?

Thanks again!

From: Erica Simpson
Sent: November 19, 2019 11:46 AM
To: chris@butterstudios.ca
Subject: RE: GameSense Logo and brand guidelines

Hi Chris,

This version looks great, thanks so much for your patience while we work through our edits. We just have a couple more:

-at second .40, Laura Piva-Babcock is in a conversation that looks a little too intense, can you use different b-roll of her in that?

-at second .19, can we cut out the part where someone's back walks in front of the camera and just cut straight to Minister Eby?

-can you please eliminate the GameSense Advisor Completion Event opening screen? We don't need it.

-at second .16 can you not have the camera moving when you show the GameSense sign? Can it be just a still shot? I noticed a lot of movement. If you don't have a better still shot of the GameSense sign, it's OK, just leave as is.

-at second .48 – the jump from Happie to Greg Moore is a bit clunky, can we put just a second or two of b-roll there in between the two of them speaking? I also want to that b-roll to emphasize Happie's statement "with respect and without judgement."

-please remove the slot machine image as the opening image and start with the BCLC / GameSense logos

Finally, are we able to optimize the video to the appropriate social specs below?

Facebook video – 1280 x 720 px (MP4 or MOV)

LinkedIn video – 1920 x 1080 px (MPEG-4 or MOV)

Twitter Video in landscape – 1280 x 720 px (MP4 or MOV)

We should be all set after his round Chris!

Cheers,

Erica

From: Chris of Butter Studios <chris.buttermedia@gmail.com>

Sent: November 18, 2019 11:47 AM

To: Erica Simpson <ESimpson@bclc.com>

Cc: chris@butterstudios.ca

Subject: Re: GameSense Logo and brand guidelines

Hi Erica,

Sounds good. Cindy will work on getting those elements added on. As for the other changes, it has been updated on the same link: **CLICK HERE** to view.

Cheers,

Chris

CHRIS CHONG

Butter Studios Agency

Cell: 604.787.5333 / Toll Free: 1.833.BUTTER8 (288-8378)

Email: chris@butterstudios.ca

Events & Commercial: butterstudiosagency.ca

Social: [@butterstudiosagency](https://www.instagram.com/butterstudiosagency)

Unit #5 – 3009 Murray Street, Port Moody, BC V3H 1X3

On Mon, Nov 18, 2019 at 11:34 AM Erica Simpson <ESimpson@bclc.com> wrote:

Hi Chris,

I just touched base with our GameSense brand manager around the logo, etc.

Please see the attached GameSense brand guidelines and the Responsible Gambling messaging standards. You will likely need to include an animated Responsible Gambling bar (pg 25).

Please ensure the accurate GameSense colours & fonts are used.

Thank you so much!

Erica

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Kevin Simcoe

From: Lara Gerrits
Sent: November-27-19 5:07 PM
To: Laura Tang; Erica Simpson; Cecilia Ho
Cc: Laura Piva-Babcock; Lee Dodd
Subject: RE: GSA Promoted Tweet + Initial Results

Thanks, Laura! We've really appreciated your insights and expertise.... Looking forward to more results from the promoted end of things. ☺

Cheers,

lara

Lara Gerrits
Manager, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6
T 604 228 3066 C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

From: Laura Tang
Sent: November-27-19 4:41 PM
To: Erica Simpson ; Cecilia Ho
Cc: Lara Gerrits ; Laura Piva-Babcock ; Lee Dodd
Subject: GSA Promoted Tweet + Initial Results

Hi Ladies,

Our [promoted tweet](#) went live this afternoon!

Here's a quick high level snap shot of our results so far. Please note that current results are more so driven by organic (which is great) but now that we have some paid efforts behind the tweet, we can reach a *far more targeted audience*. This also means that we should prepare for more engagement via comments (+/-).

✕ Tweet Analytics

Find out why this matters: <http://bit.ly/33jhdcl> pic.twitter.com/Y60Gb4SoPv

Impressions

834

times people saw this Tweet on Twitter

667 organic 167 promoted

Media views

450

all views (autoplay and click) of your media are counted across videos, vines, gifs, and images

403 organic 47 promoted

Total engagements

80

times people interacted with this Tweet

75 organic 5 promoted

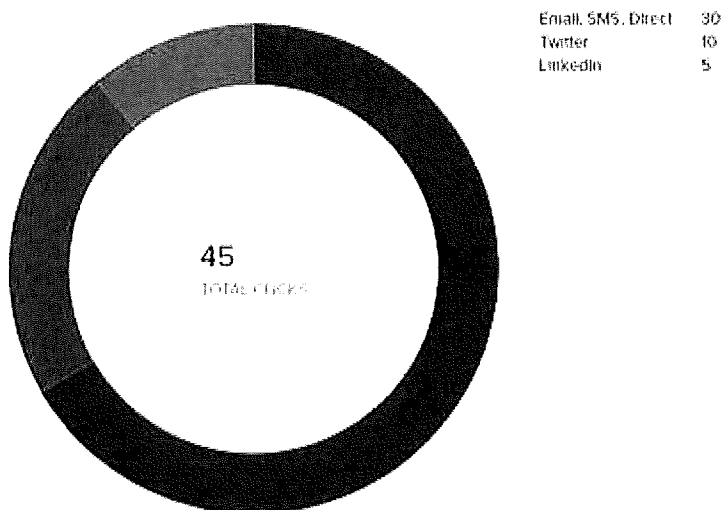
[View all engagements](#)

Bitly Results.

We sent the tweet out yesterday (Nov 26) and so far we have driven **45 clicks/reads** to the article on our BCLC Media Centre. The number of reads should increase over the next 7 days. You'll see a breakdown of the traffic source e.g. email, Twitter and LinkedIn.

I would like us to get in to the habit of placing trackers whenever/where applicable and is appropriate (e.g. UTM, Pixels, Codes etc) so that we can better track our social media efforts and attributions. E.g. I can tell that Greg Moore used the Twitter UTM link when he first shared about the GSA video on his [LinkedIn](#) post. 😊

REFERRERS



I wanted to share this with everyone and celebrate our *mini quick win* as I know this is the first Twitter Ad that was implemented by us.

Also thanks to Cecilia and everyone else for their input. Team work makes the dream work. ☺

Please let me know if there are any questions.

Thank you.

Regards,

Laura Tang

Senior Specialist, Social Media

C: s 17(1)

BCLC, 2940 Virtual Way, Vancouver, B.C. V5M 0A6

[Facebook](#) | [Twitter](#) | [LinkedIn](#) | [YouTube](#) | [BCLC Website](#)

Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

From: Laura Tang

Sent: November 22, 2019 11:35 AM

To: Cecilia Ho <CHO@bclc.com>; Erica Simpson <ESimpson@bclc.com>

Cc: Lara Gerrits <LGerrits@bclc.com>

Subject: RE: Media Relations Paid Post

Hi Cecilia,

Thanks for meeting with me earlier to go over the Twitter plan. Please find a revised version of the plan attached.

As we continue to work on more social plans for Twitter, I know we will be able to improve our processes and build cadence.

Thanks for all your help and input, Cecilia! ☺

Regards,

Laura Tang

Senior Specialist, Social Media

C: s 17(1)

BCLC, 2940 Virtual Way, Vancouver, B.C. V5M 0A6

[Facebook](#) | [Twitter](#) | [LinkedIn](#)

Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

From: Laura Tang

Sent: November 22, 2019 11:06 AM

To: Cecilia Ho <CHO@bclc.com>; Erica Simpson <ESimpson@bclc.com>

Cc: Lara Gerrits <LGerrits@bclc.com>

Subject: RE: Media Relations Paid Post

Hi Cecilia,

Please find attached the **Twitter Paid Social Strategy: GSA Parq Event Video**.

I'd like to walk you through the plan and have sign off from Erica/you by Monday so that we can execute this together on Tuesday.

Thanks Cecilia!

Regards,

Laura Tang

Senior Specialist, Social Media

C:s 17(1)

BCLC, 2940 Virtual Way, Vancouver, B.C. V5M 0A6

[Facebook](#) | [Twitter](#) | [LinkedIn](#)

Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

From: Cecilia Ho <CHo@bclc.com>

Sent: November 21, 2019 3:51 PM

To: Laura Tang <LTang@bclc.com>

Subject: RE: Media Relations Paid Post

Perfection!

Cecilia Ho

Communications Officer, Media & Issues Management

BCLC, 2940 Virtual Way, Vancouver B.C. V5M 0A6

T 604 228 3186 CS 17(1)

Connect with us:

[Twitter @BCLC](#) | [Twitter @BCLCGameSense](#) | [LinkedIn](#) | [bclc.com](#)

From: Laura Tang <LTang@bclc.com>

Sent: November 21, 2019 3:43 PM

To: Cecilia Ho <CHo@bclc.com>

Subject: RE: Media Relations Paid Post

Hi Cecilia,

Thanks for the discussion and update just now.

I should have the plan completed by tomorrow before noon. You/ERICA can review it by Monday so that we can execute it on Tuesday.

Many thanks, Cecilia!

-L

From: Cecilia Ho <CHo@bclc.com>

Sent: November 21, 2019 2:27 PM

To: Laura Tang <LTang@bclc.com>

Subject: Media Relations Paid Post

Hi Laura,

Wondering if you have any updates on the campaign one-pager.

Thanks,

Cecilia Ho

Communications Officer, Media & Issues Management

BCLC, 2940 Virtual Way, Vancouver B.C. V5M 0A6

T 604 228 3186 CS 17(1)

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Twitter Paid Social Strategy: GSA Parq Event Video

Goal

For the public and media professionals to know that BCLC has completed its expansion of the GameSense Advisor (GSA) program to every casino and community gaming centre in B.C.

Objectives

1. Raise Awareness of the completion of GSA program
2. Drive readers to the related news article hosted on BCLC Media Centre
3. Protect and improve BCLC's public perception in areas of **transparency, accountability, and social responsibility**

Required Assets

Twitter Assets	Details	Provided By
GSA Parq Event Video <i>1280 x 720 px</i>	MP4 or MOV	Media Relations Team (Erica/Cecilia)
Copy <i>Max. 250 characters</i>		
Branded Hashtag <i>(optional)</i>	#GameSense	
Article Link	https://corporate.bclc.com/media-centre/bclc-news/news-search/news-management/bclc-completes-gamesense-advisor-expansion-to-every-b-c-casino-.html	
UTM Link	https://corporate.bclc.com/media-centre/bclc-news/news-search/news-management/bclc-completes-gamesense-advisor-expansion-to-every-b-c-casino-.html?utm_campaign=gsacompletion-gamesense-bc-awareness&utm_source=twitter&utm_medium=social&utm_content=video-20191108	Senior Specialist, SM (Laura)
Bitly Link (Used in Tweet)	TBD	Senior Specialist, SM

Implementation

Hosted on Twitter	Completed By
Pre-schedule Tweet <ul style="list-style-type: none">- Live on Tuesday, Nov 26 at 8:00 AM- Upload GSA Parq event video along with the approved tweet/copy and Bitly link GSA Tweet <ul style="list-style-type: none">- Engaging with comments	Media Relations Team (Cecilia) <ul style="list-style-type: none">- Senior Specialist, SM can provide support and guidance if needed

Outreach (Optional) <ul style="list-style-type: none"> - Ask service providers to retweet BCLC GSA video tweet (Cambrea?) 	
Twitter Ad <ul style="list-style-type: none"> - Promote Tweet on Tuesday, Nov 26 - Campaign Setup - Daily Campaign Monitoring - Campaign Optimization - Tracking KPIs 	Senior Specialist, SM (Laura)

Twitter Ad Campaign Setup

	Details	Determined By
Total Budget	\$250	Media Relations Team
Date	Nov 26 - Dec 2, 2020	Media Relations Team
Target	Gender: All Ages: 19+ Location: British Columbia Sample Audience: <ul style="list-style-type: none"> - Behaviors (<i>lifestyle</i>) - Interest (<i>law, government, and politics</i>) - Follower look-alikes (@CBC, @GlobalNews etc) - Keywords (<i>TBD</i>) 	Senior Specialist SM <ul style="list-style-type: none"> - Additional insights may be required from the Media Relations Team

Key Performance Indicators

KPI	Results
Reach	
Impressions	
Engagements (Likes, Retweets, Comments & Clicks)	
Link Clicks	
Video Views	

We will document any growth in community size (increase in # of Followers) during the campaign period but it will not be considered a KPI for this ad campaign objective.

Additional Information: Per Media Relations Team Request

For the team to review if additional paid Twitter support is needed when GSA River Rock (Dec 4th) media event video is released at another future date.

Kevin Simcoe

From: Lara Gerrits
Sent: January-09-20 3:49 PM
To: Cecilia Ho; Erica Simpson
Subject: RE: GSA videos on social

OK, thanks – can you pls. keep me posted on when you plan to share?

Cheers,

Lara

Lara Gerrits
Manager, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6
T 604 228 3066 C s 17(1)

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Last year, more than \$1 billion generated by BCLC gambling activities went back into health care, education and community groups across B.C.

From: Cecilia Ho
Sent: January-09-20 3:48 PM
To: Lara Gerrits ; Erica Simpson
Subject: RE: GSA videos on social

Hi Lara,

We shared one and then we tabled the other two as we were pumping out timelier GSA/GameSense related things. But it is on our back pocket and on our radar to share.

Thanks,

Cecilia Ho
Communications Officer, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver B.C. V5M 0A6
T 604 228 3186 C S 17(1)

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From: Lara Gerrits <LGerrits@bclc.com>
Sent: January 9, 2020 3:47 PM
To: Cecilia Ho <CHo@bclc.com>; Erica Simpson <ESimpson@bclc.com>
Subject: GSA videos on social

Hi Both,

Was curious. Did we use any more of those GSA snippets in Twitter? I may have missed it. I know we shared the one of Adrian ... but I think there was one (maybe two) more, right?

Cheers,

Lara

Lara Gerrits

Manager, Media & Issues Management
BCLC, 2940 Virtual Way, Vancouver, B.C., V5M 0A6
T 604 228 3066 C s 17(1)

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