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**VIA EMAIL**

April 14, 2022

Dear ,

Re: Request for Records: BCLC File 22-008

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British Columbia Lottery Corporation (BCLC) writes further to your March 15, 2022 request under B.C.'s *Freedom of Information and Protection of Privacy Act* (FIPPA), received by BCLC on March 16, 2022 and BCLC's letter of same date, and our assorted correspondence via phone and email on March 16, 17, 18, 21, 22 and 23.

Your original request was for:

"Regarding the Casinos BC advertising campaign, I seek: the business case, budget and marketing plan; the creative concept, production plan, production notes; media placement plan and budget for advertising in all forms of media; and the names of all contractors and sub-contractors, their roles, and maximum contract values."

You clarified this request via email on March 23, 2022 to be for:

"A record showing the approved marketing budget for the Casinos BC advertising campaign, and the names of both the creative and media contractors used in that campaign, from January 1, 2022 through March 31, 2022."

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 media and creative contractors used between January 1, 2022 and March 31, 2022 in the Casinos BC advertising campaign were Pound and Grain Digital Inc. (creative agency), and Mediacom Canada (media agency). The aggregate approved marketing budget was \$1,395,708.

Please note that this figure is inclusive of the full creative development cost, including the cost for creative optimizations which represent revisions to the advertisement following its launch. These optimizations occurred specifically within the time period noted in your request. However, the full creative development costs pertain to the campaign's entire anticipated run time, November 15, 2021 through May 15, 2022. It is not reasonably practicable for BCLC to determine which portion of this budget was applied to the time period noted in your request wording. Accordingly, the aggregate approved marketing budget stated above is not completely specific to the January 1 through March 31, 2022 time frame you requested.

The full text of section 6 can be found at:

[http://www.bclaws.ca/Recon/document/ID/freeside/96165\\_00](http://www.bclaws.ca/Recon/document/ID/freeside/96165_00)

This response will be published a minimum of five business days after release at:

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

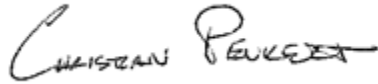
If you have any questions or concerns regarding BCLC's processing of your request, please contact me at CPenkert@bclc.com, via mail or at (250) 852-5370.

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](mailto:info@oipc.bc.ca) Online [www.oipc.bc.ca](http://www.oipc.bc.ca)

Sincerely,

A handwritten signature in black ink that reads "CHRISTIAN PENKERT". The signature is written in a cursive style with some capital letters.

Christian Penkert  
Manager, Information Governance