

**COMMITTEE OF THE WHOLE (WORKING SESSION) – NOVEMBER 9, 2009**

**VOICES OF VAUGHAN CAMPAIGN 2009/2010**

**Recommendation**

The Director of Corporate Communications and the Director of Economic Development recommend:

1. That Council review the attached communications/advertising campaign strategy for the Voices of Vaughan Campaign and provide comments and direction to staff for the implementation;
2. That Council provide direction with regard to option 1 or option 2; and
3. That the recommendation be forwarded to the Budget Committee for consideration.

**Economic Impact**

The placement costs of the Campaign will be submitted to the Budget Committee for consideration in the 2010 operating budget.

**Communications Plan**

Corporate Communications will develop a detailed communications plan in support of this project.

**Purpose**

To receive the report and provide input and direction on the Voices of Vaughan Campaign.

**Background - Analysis and Options**

At the direction of the Strategic Planning Committee, the Voices of Vaughan campaign was developed as a key component of the City's Strategic Communications Plan drafted by Sussex Strategy Group and approved by Council in May 2009. The implementation of this campaign will be managed by the City since the role of Sussex Strategy Group to develop the communication strategy has been completed.

As outlined in the Strategic Communications Plan, the objectives of this campaign are:

1. Promote the City to attract more businesses and jobs; to draw more visitors to its world-class parks, venues, attractions and green spaces and encourage people to consider Vaughan as a place of residence
2. Highlighting the progressive and good work the City is doing
3. Reinforce positive feelings about Vaughan.

The campaign will promote economic development, tourism, community spirit and attract people from across Ontario to live, work and visit Vaughan. Key spokespersons that live and have businesses in Vaughan will be used in ad testimonials to drive the campaign's key themes that Vaughan is:

1. Metropolitan
2. Open for business
3. Active
4. Green

## Details of the Campaign

Council will be asked to assist in selecting appropriate spokespersons. The City will develop the messages delivered by the spokespersons which will be adapted to print, radio and other approved media promotions.

The themes will reflect some of the key initiatives the City is currently working on such as the Vaughan Metropolitan Centre, the Spadina Subway extension, Vaughan Tomorrow (Official Plan Review, Growth Management Strategy), Vaughan Enterprise Zone, Recreation and Culture Active Together Master Plan, Accessibility Plan, Sustainability and Environmental Master Plan.

These themes will be communicated through strategic advertising targeting the GTA utilizing print, broadcast, and social networking vehicles to drive the message. The campaign will be launched at a future City event. Proactive media relations will be conducted throughout the campaign to leverage positive media coverage.

The *Voices of Vaughan* campaign will conclude with a *Vaughan Day* event. It will provide special offers and discounts and kick off the spring/summer tourist season. GTA residents will be invited to visit the numerous world class attractions in the City including the McMichael Gallery, Canada's Wonderland, the Kortright Conservation Area, Vaughan Mills and Promenade Shopping Centres, and many more local attractions.

Working with the City's Economic Development Department, discounts for participants will be negotiated with the business community as part of the *Vaughan Day* promotional campaign and also involve media and corporate partners.

## Campaign Budget

	Option 1	Option 2
<i>Advertising and promotional campaigns</i>	<i>\$212,000</i>	<i>\$341,000</i>
<i>Production and Creative costs</i>	<i>\$ 25,000 (est)</i>	<i>\$ 35,000 (est)</i>
<i>TOTAL</i>	<i>\$ 237,000</i>	<i>\$ 376,000</i>

## Relationship to Vaughan Vision 2020

This report supports the strategic initiative to "ensure citizen-focused communications initiative; update the Communications strategy."

## Regional Implications

The Regional Municipality of York will benefit from increased exposure of Vaughan to external stakeholders.

## Conclusion

This report is being tabled for discussion and input. The implementation of the Voices of Vaughan Campaign will promote the City and its image in the GTA.

## Attachments

1. Voices of Vaughan 2010 Campaign – Draft Budget - Option 1
2. Voices of Vaughan 2010 Campaign – Draft Budget – Option 2

**Report prepared by:**

Madeline Zito, Director of Corporate Communications  
Tim Simmonds, Director of Economic Development

Respectfully submitted,

**Madeline Zito**  
Director of Corporate Communications

**Tim Simmonds**  
Director of Economic Development

Print	Publication	Audience	Ad Specs	Circulation / Impressions	Rate / Insertion	#weeks	Total Insertions	Total Cost
	Vaughan Citizen & Liberal	Vaughan / local	1/2 page B/W	419,070 / daily	\$ 1,196.80	1/wk (Citizen & Liberal)	8	\$ 9,574.40
	The Star	GTA	1/2 page B/W Sports/Business/Living	9,156	\$ 9,156	2	4	\$ 36,624.00
	The Metro	GTA, Age 25 - 54 (70%)	1/2 page B/W	310,000 / daily	\$ 4,736.70	4	8	\$ 18,946.00
	Perspective Media (Globe & Mail)		Insert 8-12 page		\$ 15,000.00	1	1	\$ 15,000.00
	VAANTAGE (GTMA pub)	Business Investors (National / Int)	Full page, colour	20,000 / issue	\$ -	April issue	1	\$ -
	Canadian Business Mag	Business (National)	Full page, colour	509,000 / issue	\$ 7,500	3	3	\$ 22,500.00
	CHILL Magazine (Beer Store)	National, Age 25 - 64 (~ 50%)	Full page, colour		\$ 19,638	May issue	1	\$ 13,000.00
	680 News	Morning & Evening Drive Includes traffic and bonus sponsorship	35 spots :10 & :30	1,164,400 / week	\$ 5,084	6 wks (1 on / 1 off)	210	\$ 30,504.00
TV	CH17V Stations	Breakfast TV / Live eye	PR Live Coverage					
	CP24		PR Coverage, video					
OOH	CN Overpasses	Vaughan / North York boundaries	500 sq ft banner	14,000 avg/day	\$2,600.00	unlimited	5 bridges	\$13,072.50
Transit	Go Transit Stations	Union Oakville Bramalea Yorkdale Finch	4x6 backlit tunnel mural tunnel mural tunnel mural tunnel mural	3,581,602 279,196 106,738 136,000 271,900	\$ 1,800 \$ 3,695 \$ 3,695 \$ 3,695 \$ 3,695	8 8 8 8 8	2 2 2 2 2	\$ 3,600.00 \$ 7,390.00 \$ 7,390.00 \$ 7,390.00 \$ 7,390.00
	<b>Negotiated On-line Print Opportunities</b>							
	Google.ca	relevant searches						
	NewsWire.ca	media, social networkers: RSS feeds						
	You Tube	social networkers: RSS feeds						
	Facebook	social networkers: RSS feeds						
	Twitter	social networkers: RSS feeds						\$ 20,000
	<b>NOTES:</b>							
	Creative / graphic design costs are not included							
	Video production costs are not included							
								<b>\$ 212,380.90</b>





