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HOUSE OF COMMONS

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Hon. Jason Kenney, PC, MP

Calgary Southeast

Ottawa, ON

3 March 2011

Dear Linda Duncan,

I am writing to you today on behalf of Jason Kenney, PC, MP who is presently out of the country. Minister Kenney has instructed me to share with you the enclosed presentation entitled *Breaking Through – Building the Conservative Brand in Cultural Communities*.

I understand Minister Kenney spoke with you this week to seek out your support and financial assistance. As you will see in the presentation materials, we require an additional \$200,000 of financial commitment from various Conservative Electoral District Associations to make this campaign a success.

Given the current political environment, we hope to have commitments by March 11, 2011. We know that this is a short period of time, but we would be grateful if you could reach out to your EDA and seek their support for this project.

Please do not hesitate to contact me should you have any questions or concerns. I can be reached on my mobile at 613-793-1540

Sincerely,

Kasra Nejatian
Director of Multicultural Affairs
Office of the Hon. Jason Kenney, PC, MP

Breaking Through Building the Conservative Brand

Conservative Ethnic
Paid Media Strategy

Agenda

- Diversity – The New Reality
- Case Study - Chinese and South Asian Communities
- The Ads
- The Proposal

The New Reality Snap Shot

- By 2017 about half of the 7.1 million people living in GTA will belong to a visible minority
- 1.3 million will be South Asian
- 900,000 will be Chinese

If GTA South Asians were to form a city, it would be the third largest city in the country.

Diversity

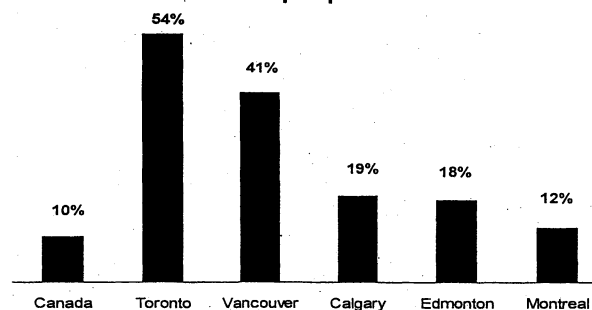
Case Study

The Ads

Proposal

Toronto + Vancouver

- 54% of Toronto's population has a Diverse Ethnic Origin, followed by
- 41% of Vancouver's population

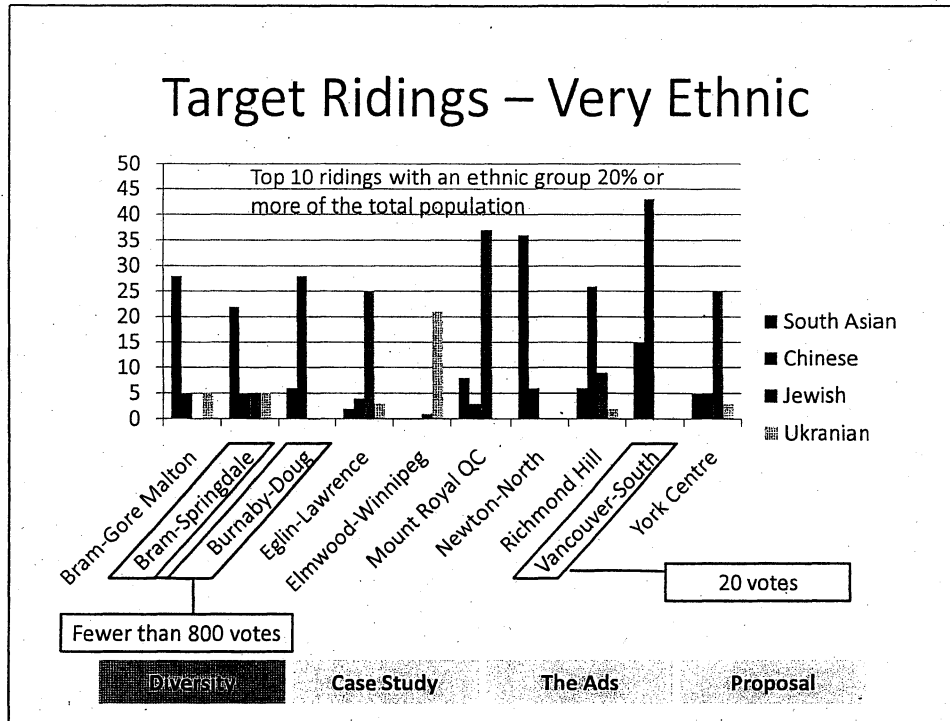


Diversity

Case Study

The Ads

Proposal



Take Away

There Are Lots of Ethnic Voters

There Will be Quite a Few More Soon

They Live Where We Need to Win

Diversity
Case Study
The Ads
Proposal

The Chinese Market

People who Speak Cantonese or Mandarin

Cantonese	Toronto	319,723	Ontario	364,994
	Vancouver	226,826	BC	239,620
	Calgary	41,141	Alberta	76,303
	Edmonton	31,457		
	Total:	619,147	Total:	680,917

Mandarin	Toronto	171,362	Ontario	208,176
	Vancouver	172,449	BC	181,575
	Calgary	23,024	Alberta	40,202
	Edmonton	15,083		
	Total:	381,918	Total:	429,953

Diversity

Case Study

The Ads

Proposal

GTA Chinese Voting

- CPC vote, in both 416 and 905 correlates negatively with Chinese ethnicity.
- The negative relationship is stronger in the 905, mainly because the 416 has other factors that drag down the Conservative vote.
- We have made significant we have made within the community.
- In polls that are more than 40% Chinese, Conservative vote has grown 8.5% across the GTA between 2004 and 2008.
- In the 416 these polls grew from 17.9% in 2004 to 22.0% in 2006 to 25.1%. In the 905 these polls grew from 23.1% in 2004 to 28.8% in 2006 to 33.3% in 2008.

Diversity

Case Study

The Ads

Proposal

The South Asian Market

People who Speak Punjabi or Hindi

Punjabi	Toronto	173,470	Ontario	201,720
	Vancouver	137,415	BC	184,590
	Calgary	25,560	Alberta	44,480
	Edmonton	17,370		
	Total:	358,815	Total:	430,790

Hindi	Toronto	151,935	Ontario	179,480
	Vancouver	62,440	BC	70,120
	Calgary	14,595	Alberta	28,800
	Edmonton	12,545		
	Total:	241,515	Total:	278,400

Diversity

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- In 2004, in the nearly 350 polls, that were more than 40% South Asian, CPC averaged 11.9% of the vote.
- We have made significant we have made within the community.
- In polls that are more than 40% South Asian, CPC vote has grown 14.8% across the GTA between 2004 and 2008.

Diversity

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Proposal

Take Away

Data Proves Hunch: We Are Losing

We Are Losing Less Badly Now

Need to Positively Brand CPC in Target
Communities

Diversity

Case Study

The Ads

Proposal

Paid Media – TV, Radio, Print, Online

- This Presentation to Focus only on TV
- Print, and Online can be done cheaply and quickly
- TV Language can be adopted to Radio easily

Diversity

Case Study

The Ads

Proposal

Web - Sample

Web Breakout			
Community	www address	Monthly Cost	Impressions
Sing Tao/Chinese	www.ccue.ca	\$ 1,000	80000
Post/MultiAsian	www.asianpost.com	\$ 1,300	600000
Voice/Punjabi/English	www.weeklyvoice.com	\$ 350	
My bindi/S Asian	www.mybindi.com	\$ 1,000	
Industry Average for a click thru on a web ad is 0.35%			
		\$ 3,650	

Diversity

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The Ads

Proposals

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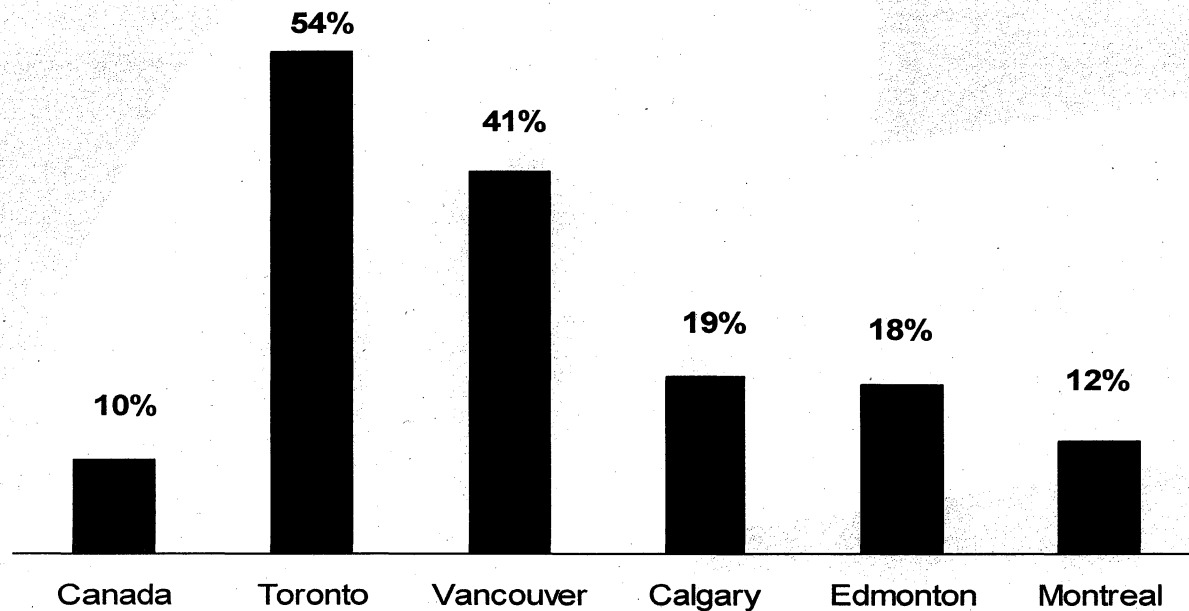
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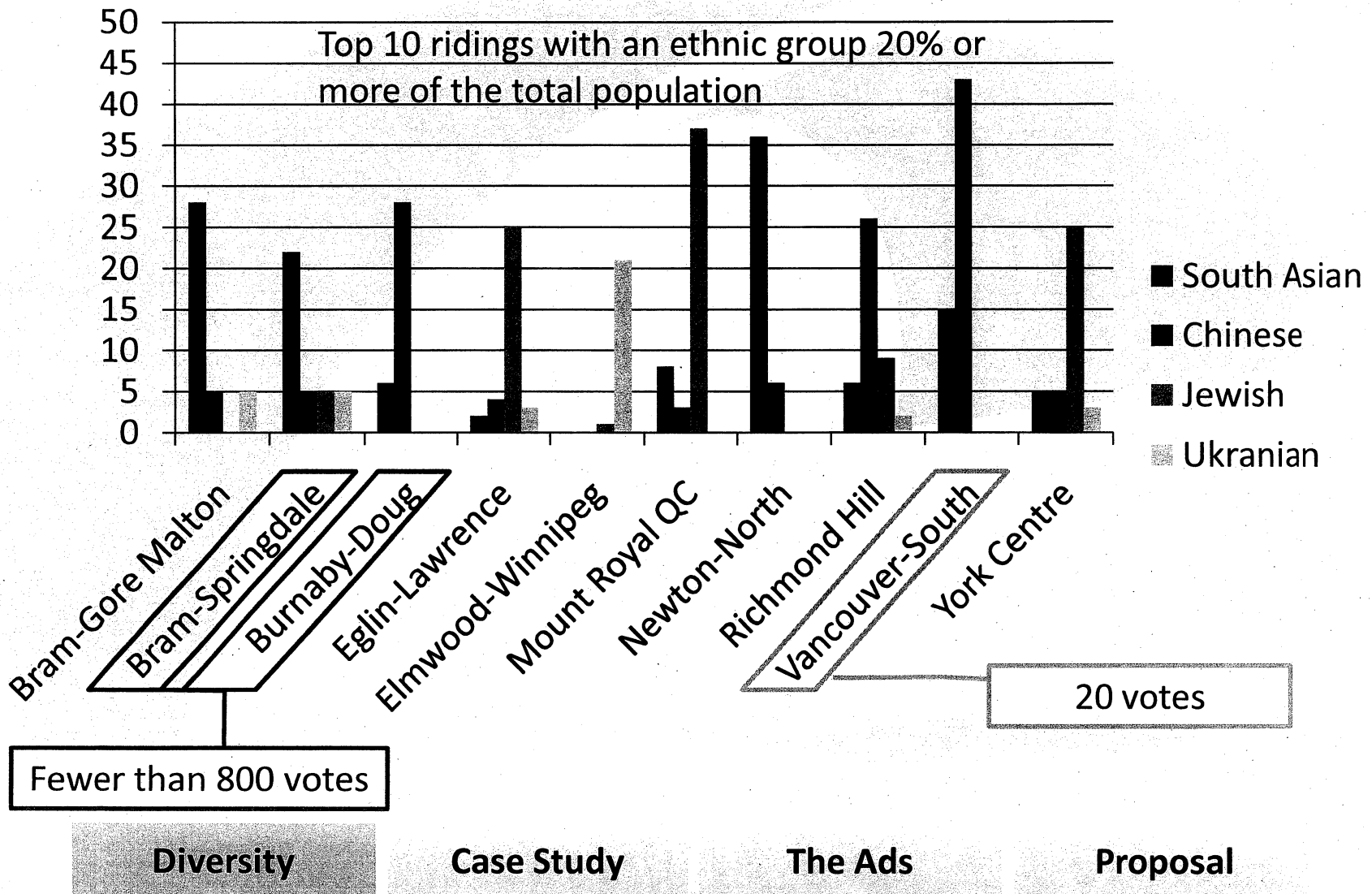
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Target Ridings – Very Ethnic



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Diversity	Case Study	The Ads	Proposal	

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Calgary

11,505

Alberta

28,980

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Sample Ad

- Each Ad Begins with Narrator(s) sitting on a chair
- The Narrator(s) say(s) the first line of the ad, then flicks on a projector
- Ad cuts to pictures with Voice Over
- Ad comes back to Narrator(s) sitting next to family member saying the last line

Sample Script

Script	Graphic
For over a hundred years Indo-Canadians have worked hard to build Canada	
Things haven't always been fair for us.	Komagata Maru
But the Conservatives have always recognized our history and our community's sacrifice	Sikh in WWII
Today, the Conservatives represent our community in Parliament	South Asian Caucus
Prime Minister Harper's Conservatives have increased immigration and trade from India	PM @ Golden Temple
That's because the Conservatives fight for our values	
Belief in hard work	Indo-Canadian Working

Sample Deployment

- Stations:
 - A-Channel, ARY Digital, ATN Alpha, ATN B4U, ATN Zee, Chin, CHNU, CITT, Joy, Fairchild, Omni, Shaw Multi, Talentvision, Vision TV, Zee
- Average Cost for 30 sec spot: \$200
- Typical Shows: News, Cricket, Drama

Diversity

Case Study

The Ads

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Production Costs

Budget	Each	Extension
Primary Focus Group- South Asian (English) and Mandarin	\$25,000	\$50,000
Primary Focus Re-shot- Cantonese	\$18,000	\$18,000
Secondary Focus - Ukrainian, Polish, Viet	FREE	FREE

Primary Focus to Appear in Ethnic Cable and Satellite TV
Secondary Focus to Appear on Ethnic Programs and Internet
Total Costs: \$68,000 + 10% Agency Fee = \$74,800

Diversity

Case Study

The Ads

Proposal

TV Buy Costs – Pre Writ

- Heavy Deployment over Two Weeks (Starting March 15)
- Official “Launch” on March 20 (India Cricket Match)

Diversity

Case Study

The Ads

Proposal

TV Buy Costs – Pre Writ Options

	Cost
Cost Per Week	\$125,000
Total Buy	\$250,000
Production	\$68,000
TOTAL	\$318,000

Total TV Buy Cost: \$318,000
Total Radio + Print Costs: \$60,000

Diversity

Case Study

The Ads

Proposal

Sources of Funding

- JTK Dedicated CPC Fundraising To Date \$125,000
- Calgary Southeast Commitment \$ 50,000
- Funds Already Available \$175,000

- Support Sought from Other EDAs \$208,000
- Total Potential Campaign \$378,000

Diversity

Case Study

The Ads

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Radio - Sample

- Radio Buy Costs: 1200 spots for ~\$50,000
(four weeks, medium buy)
- Radio Production: \$1,000 per ad

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My bindi/S Asian	www.mybindi.com	\$ 1,000	
Industry Average for a click thru on a web ad is 0.35%			
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