Recruitment Campaign Alberta is Calling Again Advertising Summary

March 13, 2023



Overview: Alberta is Calling

PURPOSE

Alberta's economy continues to grow and diversify, creating rewarding jobs across our province in highdemand sectors like skilled trades, health care, food service and hospitality, accounting, engineering and technology.

We are once again putting out a call for skilled workers – this time in Southern Ontario and Atlantic Canada – to join our great province and appreciate the high earnings, low taxes and affordable lifestyle Alberta has to offer.

This follows up on the successful campaign that ran last summer in Toronto and Vancouver.

WHAT DID THE ALBERTAN SAY TO THE ONTARIAN? YOU'RE HIRED.

Albertals Calling.ca

Albertan



Overview: Alberta is Calling

TARGET AUDIENCE

Phase 2 of the campaign focuses on skilled workers in Southern Ontario and Atlantic Canada with spill to other regions of the country.

- Ontario Rust Belt (Hamilton, London, Windsor, Sudbury, Sault St. Marie, North Bay, Chatham, Timmins and Cornwall)
- Newfoundland and Labrador (St. John's)
- Prince Edward Island (Charlottetown)
- New Brunswick (Moncton, Saint John)
- Nova Scotia (Halifax)

TACTICS

• Phase 2 includes radio, audio streaming, billboards, online display, social media, SEM

DATES IN MARKET

- Phase 1: August 15 to October 17, 2022
- Phase 2: March 13 to April 9, 2023

BUDGET

• \$4.95M in 2022-23

WHAT DID THE ALBERTAN SAY TO THE ATLANTIC CANADIAN? YOU'RE HIRED.

Albertals Calling.ca



SKILLED TRADESPEOPLE MAKE MORE OF EVERYTHING IN ALBERTA.

AlbertalsCalling.ca

Albertan

BIGGER PAYCHEQUES. SMALLER RENT CHEQUES.

Albertals Calling.ca

Albertan

NO PST. NO PAYROLL TAX. NO HEALTH CARE PREMIUM. JUST MORE MONEY IN YOUR POCKET.

AlbertalsCalling.ca

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HEY LONDON, WHAT'S NORTH AMERICA'S MOST LIVABLE CITY? CALGARY.

HEY HAMILTON, WHAT'S NORTH AMERICA'S MOST LIVABLE CITY? CALGARY.

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Albertals Calling.ca



IT'S MOUNTAIN TIME SOMEWHERE.

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WHAT DID THE ALBERTAN SAY TO THE WESTERN UNIVERSITY GRAD? YOU'RE HIRED.

Albertals Calling.ca

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WORK WHERE YOU CAN AFFORD TO DO MORE THAN JUST WORK.

Albertals Calling.ca

Albertan

GOOD SALARIES AND FUN THINGS TO SPEND YOUR MONEY ON.

Albertals Calling.ca

Albertan

WHAT DID THE ALBERTAN SAY TO THE McMASTER UNIVERSITY GRAD? YOU'RE HIRED.

AlbertalsCalling.ca

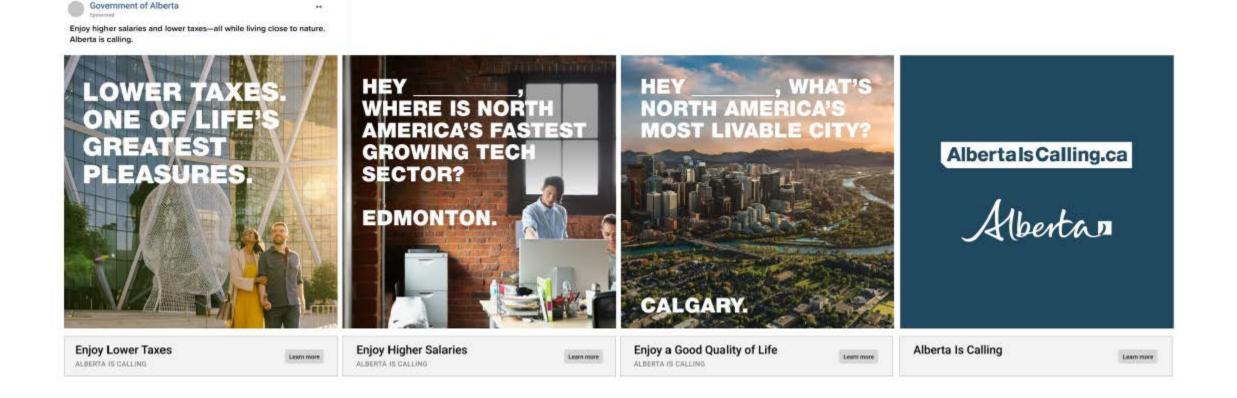




Alberta



Alberta



SFX:	AUDIO: MUSIC UP AND UNDER
	VO (calm and inquisitive):
	Hey London,
	What has less taxes, cheaper gas and higher salaries?
	What has North America's most livable city and fastest growing tech sector?
	What has opportunities for everyone from accountants, nurses and plumbers to engineers, programmers and electricians?
	If you answered Alberta, you must be hearing the call.
SFX:	VO (announcer):
	Alberta is calling. Learn more at alberta is calling dot CA
	A message from the Government of Alberta.



SFX:	AUDIO: MUSIC UP AND UNDER
	VO: (proud and anthemic, a la I am Canadian)
	You may have heard Alberta is calling.
	It's calling to say there's a place with less taxes, cheaper gas and higher salaries.
	It's calling to say there's a place with North America's most livable city and fastest growing tech sector.
	It's calling to say there's a place with opportunities for accountants, nurses, plumbers, engineers, programmers and electricians.
	And it's calling from the mountain tops to say it to the rest of Canada.
SFX:	VO (announcer): Alberta is calling. Learn more at alberta is calling dot CA
	A message from the Government of Alberta.





Learn more at albertaiscalling.ca

