

# Recruitment Campaign Alberta is Calling Again Advertising Summary

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March 13, 2023

# Overview: Alberta is Calling

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## PURPOSE

Alberta's economy continues to grow and diversify, creating rewarding jobs across our province in high-demand 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.**

[AlbertaIsCalling.ca](http://AlbertaIsCalling.ca)

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*Alberta*

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## 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



# Creative samples: Alberta is Calling

**SKILLED  
TRADESPEOPLE  
MAKE MORE OF  
EVERYTHING IN  
ALBERTA.**

AlbertaIsCalling.ca

Alberta

**BIGGER  
PAYCHEQUES.  
SMALLER RENT  
CHEQUES.**

AlbertaIsCalling.ca

Alberta

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

AlbertaIsCalling.ca

Alberta

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

AlbertaIsCalling.ca

Alberta

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

AlbertaIsCalling.ca

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**IT'S MOUNTAIN TIME  
SOMEWHERE.**

AlbertaIsCalling.ca

Alberta

Alberta

# Creative samples: Alberta is Calling

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

AlbertaIsCalling.ca

Alberta

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

AlbertaIsCalling.ca

Alberta

**GOOD  
SALARIES  
AND FUN  
THINGS TO  
SPEND YOUR  
MONEY ON.**

AlbertaIsCalling.ca

Alberta

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

AlbertaIsCalling.ca

Alberta

Alberta



# Creative samples: Alberta is Calling

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# Creative samples: Alberta is Calling


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# Creative samples: Alberta is Calling

Government of Alberta  
Sponsored


Enjoy higher salaries and lower taxes—all while living close to nature. Alberta is calling.



**LOWER TAXES.  
ONE OF LIFE'S  
GREATEST  
PLEASURES.**

Enjoy Lower Taxes  
ALBERTA IS CALLING


Learn more



**HEY \_\_\_\_\_,  
WHERE IS NORTH  
AMERICA'S FASTEST  
GROWING TECH  
SECTOR?  
EDMONTON.**

Enjoy Higher Salaries  
ALBERTA IS CALLING


Learn more



**HEY \_\_\_\_\_, WHAT'S  
NORTH AMERICA'S  
MOST LIVABLE CITY?  
CALGARY.**

Enjoy a Good Quality of Life  
ALBERTA IS CALLING

Learn more



**AlbertaIsCalling.ca**

*Alberta*

Alberta Is Calling

Learn more



# Creative samples: Alberta is Calling

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

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

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Learn more at  
[albertaiscalling.ca](http://albertaiscalling.ca)

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