

2022 July 19

**TO: Mayor Gondek and Members of Council**

**FROM: Chris Arthurs**

**RE: Administrative Inquiry – Corporate Marketing Campaign**

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This memo is in response to the Administrative Inquiry submitted by Councillor Sharp at the 2022 June 7 Combined Council meeting regarding the Corporate Marketing Campaign. The Councillor's questions and Administration responses are below:

**1. What is the total cost of the Corporate Marketing Campaign on climate change, including promotion and staff time?**

The 2022 Corporate Marketing and Communications campaign, funded one-time through the COFLEX Program<sup>1</sup>, focuses on sharing and amplifying information about City services and supports for citizens, promoting initiatives stimulating economic recovery, and telling the story of investments made with property tax dollars. A new tactic called No Average Calgarian is being piloted this year to tell compelling stories using documentary-style videos on topics that are important to citizens and Council. Topics are selected based on Council's priorities and citizen interest. Topics selected for this year-long campaign include climate change, economic recovery/downtown revitalization and affordable housing. The first video, which launched in May featured the Ward 1 Bhargava family, who built an energy efficient home in northwest Calgary. The next video on economic recovery/downtown revitalization launches in August and will run through September.

The overall campaign spend so far in 2022, including creative development and media/promotional buying for the climate change theme is approximately \$206,000. The strategy and creative development include internal staff time. The first video and corresponding tactics received over 3.7 million impressions through digital advertisements and 847 thousand impressions through print to-date. As a result of 2,508 clicks on [www.calgary.ca/cfod/respond](http://www.calgary.ca/cfod/respond) between May 3 and June 27, 87% resulted in clicking on the [Residential Solar Calculator](#) link, 7% on [Clean Energy Improvement Program](#) link, 3% on the Climate Ready Home Guide, 0.6% on the [Climate Change Webinar Series](#) and 0.4% on [Calgary's Climate Program](#) link.

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<sup>1</sup> COVID Recovery Funding (referred to as the COFLEX Program) was designed to quickly and nimbly direct funding in response to the rapidly changing nature of the COVID-19 pandemic. COFLEX funding comes from the Municipal Operating Support Transfer (MOST) grant program and ongoing corporate expenditure management around the delivery of regular services.

**2. How much has been spent on the Corporate Marketing Campaign since 2021?**

The Corporate Marketing and Communications strategy was originally developed and approved in 2021 during the COVID-19 crisis to provide a coordinated approach for sharing and amplifying information about pandemic response and initiatives to stimulate economic recovery as shared through EC2022-0073.

Themes for the 2021 campaign included economic recovery, value for tax dollars, and COVID-19 support. The campaign investment in 2021 was \$671,453, with a total spend (including 2021 through to the completion of the first theme in 2022) of approximately \$877,000.

In 2021, the campaign delivered over 22.8 million impressions through digital advertisements and 2.1 million impressions through print. These high numbers show the integrated campaign was seen by many Calgarians, which is a strong achievement for this kind of awareness campaign.

If there are any further questions, please don't hesitate to contact myself or Jen McMurtry, Director of Customer Service & Communications.

Sincerely,

Chris Arthurs  
General Manager  
People, Innovation & Collaboration Services