

CASE STUDY

PROVING NEWSPAPERS WORK: PRINT AND ONLINE REACH LOCAL

The Challenge

The City of Victoria wanted to replace its Johnson Street (Blue) bridge. It would be a costly undertaking and it would disrupt citizens. Early polls suggested that about 70% of residents opposed the change despite knowing very little.

The Objective

A referendum would be held and the city wanted to explain the benefits of a new bridge while also getting the input of its citizens. Ultimately it hoped to provide enough information to sway public opinion on this contentious issue.

The Plan

The city needed to communicate its information sessions (so the ads would be copy heavy). And as well, they wanted to provide a depth of information online so they would need to highlight their site www.johnsonstreetbridge.com. Finally, as this was a local issue, local media would deliver the right target.

To help determine which local media fit the criteria and was most effective, the city hired Ipsos Reid to conduct a survey asking residents what was their main source of information about options being considered for the Johnson Street Bridge. The front runner, by far, was the local newspaper with 68% naming it as the key source vs. the next closest media (TV) which scored 29%.

The local newspaper and its site were chosen as the primary communications tool for the bridge campaign.

“The new bridge will be safer, provide more access to bikes and walkers, and will be a new attraction for tourism. Investing in a new bridge makes sense.”

Gordie Dodd,
Owner,
Dodd's Furniture

Vote Yes On November 20, vote yes to borrowing for a bridge that will serve the community for the next 100 years.

CITY OF VICTORIA

On November 20th, Vote Yes for a bridge that will serve our community for the next 100 years.

- ✓ green transportation
- ✓ fiscally responsible
- ✓ more accessible
- ✓ improved safety

<p>Designing a Landmark Bridge: Meet the Architects</p> <p>Victoria Conference Centre Monday, October 25 7 p.m. – 9 p.m.</p>	<p>The Big Picture: Why Borrowing Makes Good Sense</p> <p>Victoria City Hall Wednesday, November 3 7 p.m. – 9 p.m.</p>	<p>Guided Tours of Johnson Street Bridge</p> <p>Saturday, October 23 Saturday, November 6</p> <p>Space is limited. Please call 250.361.0288 to register.</p>	<p>Johnson Street Bridge Open House: Have questions? We have answers</p> <p>Victoria City Hall Saturday, November 13 10 a.m. – 2 p.m.</p>	<p>Learn Why Replacing the Bridge is the Sustainable Option</p> <p>Victoria City Hall Wednesday, November 17 7 p.m. – 9 p.m.</p>
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www.JohnsonStreetBridge.com

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The Creative

The ads would need to be consistent in colour and style so that readers would recognize them – so they were created in yellow and blue.

Different ad formats were needed as well. Some ads would communicate open houses and information sessions. Other ads would feature community leaders demonstrating their support for the initiative and, in particular, they would address some of the key concerns head-on. Finally, online ads would be used to drive readers to the bridge website.

Get informed.

The Future of the Johnson Street Bridge

Provide input.

Open Houses at Victoria City Hall:
Attend an upcoming open house at City Hall to learn more about the replacement and rehabilitation options for the Johnson Street Bridge. Talk to the team of engineers working on the project and get answers to your questions.
Wednesday, July 21, 2010 6 p.m. – 9 p.m.

Guided Tour of Johnson Street Bridge:
Register for a guided Johnson Street Bridge Tour to get an up-close look at the bridge's current condition and how it works. Space is limited and pre-registration is required. Call 250.361.0288 to register.
Saturday July 17, 2010

For more information:
www.JohnsonStreetBridge.com

“We support borrowing to finance the building of the Johnson Street Bridge. Financing at low municipal borrowing rates will mean no tax increases to pay for the bridge – and that’s good news.”

David Marshall,
Chair, Greater Victoria
Chamber of Commerce

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The Results

Over the campaign, public opinion began to shift. Despite the high cost of the bridge, Victoria citizens ended up voting 61% in favour of a new bridge. The newspaper and online campaign delivered!

For further industry information, go to www.newspaperscanada.ca

