

Federal Court



Cour fédérale

Date: 20230216

Manitoba Court of King's Bench File No.: CI-19-01-24661

Federal Court File No.: T-1673-19

Ottawa, Ontario, February 16, 2023

PRESENT: The Honourable Mr. Justice Favel

BETWEEN:

Docket: CI-19-01-24661

**TATASKWEYAK CREE NATION AND CHIEF
DOREEN SPENCE ON HER OWN BEHALF
AND ON BEHALF OF ALL MEMBERS OF
TATASKWEYAK CREE NATION**

Plaintiffs

and

ATTORNEY GENERAL OF CANADA

Defendant

*(Class Proceeding commenced under
The Class Proceedings Act, CCSM. c. C. 130)*

AND BETWEEN:

Docket: T-1673-19

**CURVE LAKE FIRST NATION AND
CHIEF EMILY WHETUNG ON HER OWN
BEHALF AND ON BEHALF OF ALL MEMBERS
OF CURVE LAKE FIRST NATION AND
NESKANTAGA FIRST NATION AND
CHIEF CHRISTOPHER MOONIAS ON HIS OWN
BEHALF AND ON BEHALF OF ALL MEMBERS
OF NESKANTAGA FIRST NATION**

Plaintiffs

and

ATTORNEY GENERAL OF CANADA

Defendant

**(Class Proceeding commenced under Part 5.1 of the
Federal Courts Rules, SOR/98-106)**

ORDER

THIS MOTION dated February 14, 2023 for an Order in respect of administrative matters under the settlement agreement between the Representative Plaintiffs and the Defendant (together, the “Parties”) dated September 15, 2021 (the “Settlement Agreement”), made jointly by the Parties, was heard in writing. Capitalized terms used in this Order have the same meaning as in the Settlement Agreement unless otherwise defined.

ON READING the motion record of the Parties;

1. **THIS COURT ORDERS:**

- (a) The Claims Deadline is extended from March 7, 2023 to March 7, 2024;
- (b) The Acceptance Deadline is extended from March 7, 2023 to March 7, 2024;
- (c) Notwithstanding paragraphs 1(a) and (b), above, the Administrator shall pay Individual Damages, at the rates set out in Schedule “G” to the Settlement Agreement, in respect of valid Claims that were submitted to the Administrator on or before March 7, 2023 in accordance with s. 8.01(5) of the Settlement Agreement as though the Claims Deadline remained March 7, 2023;

- (d) For the sake of greater clarity, the Administrator shall pay First Nation Damages in respect of valid Acceptances in accordance with ss. 8.03(2) and (3) and 8.01(3) of the Settlement Agreement;
- (e) The Administrator shall not pay Individual Damages in respect of Claims submitted to the Administrator after March 7, 2023 until the Claims Deadline has passed;
- (f) The Administrator shall not pay Specified Injuries Compensation until the Claims Deadline has passed;
- (g) The rates for the payment of Individual Damages and First Nation Damages for Claims submitted to the Administrator between March 8, 2023 and the Claims Deadline shall be determined in accordance with s. 8.01(3) of the Settlement Agreement, on the basis of the funds available in the Trust Fund and the First Nations Economic and Cultural Restoration Fund on March 7, 2024, and without affecting any Individual Damages or First Nation Damages that were previously paid;
- (h) The Administrator shall provide notice of the extensions in paragraphs 1(a)-(b) substantially in accordance with Appendix “A”, insofar as practicable, which constitutes an amendment to the Notice Plan, and Canada shall be responsible for the cost of the notice in accordance with s. 3.04(a) of the Settlement Agreement;
- (i) The payment of \$1,223,016.00 to the Administrator for fees and disbursements for October and November 2022 is confirmed; and

(j) The payment of legal fees and disbursements totalling \$378,998.95 inclusive of taxes, for ongoing legal services rendered by Class Counsel and the Joint Committee for Q4 2022 in accordance with ss. 18.02(4) and 15.01(8) is approved and payment is ordered.

2. **THIS COURT FURTHER ORDERS THAT** there shall be no costs of the within motion.

“Original signed by Chief Justice Glenn D. Joyal”

_____ C.J.K.B.

_____ “Paul Favel”

Judge

SCHEDULE “A”



**First Nations
Drinking Water**
SETTLEMENT

Extension Notice Communications Proposal

Extension Notice - February-April 2023

Reminder campaigns - May 2023 - March 2024

Submitted February 9, 2023

FNDW Settlement Extended Deadline Notice Communications Agreement

We appreciate the opportunity to submit this proposal for the Feb-April announcement of the extension of the claims period for FNDW as well as the May 2023 - March 2024 series of reminder campaigns to ensure class members have access to information and resources to submit their claim. Thank you for your consideration as we continue to work together to support First Nations Drinking Water Settlement class members on their journey.



Kim Blanchette, APR, Chart.PR, FCPRS
Senior Vice President, Reputation, Risk & Public Affairs
General Manager, Western Canada
Argyle (ACI Argyle Communications Inc.)

February 9, 2023

Joelle Gott
National Lead, Grants and Loans Portfolio Services
Deloitte LLP

Date: _____



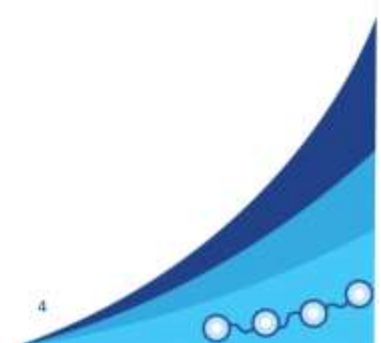
Extended Claims Deadline Notice– our understanding

- The Claim Period will be extended by one year from March 8, 2023 to March 7, 2024.
- There is currently a campaign in market to encourage class members to submit a claim by March 7, 2023.
- This proposal provides two approaches.
 - Part 1: the immediate imperative (within existing budgetary constraints) to notify class members of the extension from February - April 2023
 - Part 2: A targeted series of campaigns from May 2023 - March 2024 that build on the Court-Approved approach for the Reminder Notice campaign to support class members during the Extended Claims Period and continue to raise awareness and understanding of, and engagement with, the Settlement.



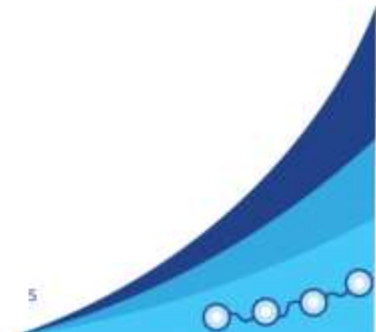
Reminder Notice results

December 7 - present



Current Approach is working

- Changes to the communications strategy for the Reminder Notice has successfully increased impressions, awareness and engagement with the settlement process.
 - This has led to increased visits to the website, the online claim form as well as downloads of the pdf version.
- The Reminder Notice campaign was originally scheduled to run until **March 7, 2023** with some OOH (in community posters) expected to run until after the deadline.



Stats For the Period December 7th, 2022 -January 31st, 2023



- 210,034 Total user sessions
- 678,545 Page views
- 292,313 Unique pageviews
- 155,738 Users
- 154,560 New Users
- 3.23 pages per session
- .23% bounce rate
- 1.35 Number of Sessions per User
- Claim Form Portal: 31,759
- Individual Claim Form downloads: 368
- Representative Claim Form downloads: 58



Community & Partner Outreach results



267

communities
reached



63

Partners
reached



39

Public Trustees
reached



Submission data: BCARs

First Nations BCARS by province Jan 23, 2023			
Province of First Nation	Nations per province	BCARs	Completion %
Alberta	22	20	91%
British Columbia	94	81	86%
Manitoba	18	15	83%
New Brunswick	8	7	86%
Newfoundland and Labrador	1	1	100%
Nova Scotia	2	2	100%
Ontario	69	50	72%
Prince Edward Island	1	1	100%
Quebec	4	3	75%
Saskatchewan	32	28	88%



Submission data: BCCL January 23, 2023

BCCL Funding

Requests: 45

Distributed: 44

Cashed: 32

Total funds sent: \$267,054

Completed BCCLs

Nipissing-ON

Saulteau (BC)

Kanaka (BC)



Submission data: Claim Forms

Claim Forms Total: 19,018 as of January 23, 2023

- AB: 5524
- ON: 5377
- BC: 2521
- MB: 2151
- SK: 2123
- QC: 716
- NB: 404
- NS: 136
- NFLD: 14
- PEI: 3
- OTHER: 49



Communications objectives



Communications objectives

- **Class members** (individuals and Impacted First Nations) are aware of the Extended Claims Period and understand they have additional time to file their claim.
- **Impacted First Nations** are active participants in promoting the settlement and sharing information about the Extended Claims Period with community members.

General

- **Impacted First Nations** access to information about the Band Council Acceptance Resolution and the resources available to support the completion of the Band Council Confirmation List
- **Individuals** understand they can file their own Claim Form (Individual or Representative) and understand how to access support to complete their claim.
- **All Class Members** are aware of where to go for more information (Administrator, Class Counsel, Website, Hope for Wellness)



Objectives

Objective	Tactic(s) Blend of all strategies	Measure
Individual Class Members are aware of the settlement, the Extended Claims Period, timelines, their eligibility and understand how to file a claim	<ul style="list-style-type: none"> Targeted regional media outreach in communities with low engagement News release (if quotes available) Paid and organic social content Develop Claim Assessment Tool for website Include website and Claim Assessment Tool in messages Webinars and interactive guides explaining the claim process 15-30 second video describing the resources that can help with completing Claim Forms Community/regional level OOH (mail drop, poster drop, display, print and radio) 	<ul style="list-style-type: none"> Number of media coverage pieces Increase in engagement with paid and organic content Increase in web traffic, downloads of resources and email registrants Increase of calls and emails to the Administrator and Class Counsel (as reported by client) Increase in submissions of individual Claim Forms Use of the Claim Assessment Tool Attendance at webinars and use of the Individual and Representative Interactive Guides
Impacted First Nations have access to information and support for the completion of the Band Council Confirmation List	<ul style="list-style-type: none"> Targeted community outreach with Impacted First Nations not engaged with Share association toolkit on resources to help complete BCAR and BCCLs 	<ul style="list-style-type: none"> Increase in submissions of BCCL
Impacted First Nations are active participants in promoting the settlement to their community members encouraging Individual claims.	<ul style="list-style-type: none"> Targeted community outreach with Impacted First Nations to share collateral to be shared with community members (links to webinars, modules, videos, mailers and posters) 	<ul style="list-style-type: none"> Increase in web traffic, downloads of resources and email registrants Increase of calls and emails to the Administrator and Class Counsel (as reported by client) Increase in submissions of individual Claim Forms Increased use of the Claim Assessment Tool Attendance at webinars and use of the Individual and Representative Interactive Guides



Part 1: Announcement of Extended Claims Period

February 2023 – April 2023



Challenges (Extended Claim Period Notice)

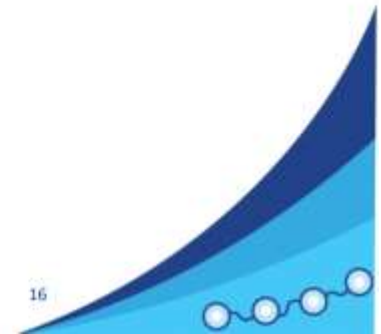
For general campaign related challenges, see Fall 2022 Reminder Notice Strategy. These challenges deal specifically with the Late Claim Notice.

- **Overlapping messaging** - the announcement of the extended Claim Period will result in two messages in market concurrently. While changes will be possible in digital and radio assets, there will be existing assets with the March 7, 2023 deadline.
- **Change in messaging** - the change in messaging will need to be visually compelling and clear so that Class Members understand there is additional time to submit a claim form.
- **Limited funds available** - with about \$500K available in the current scope of work, it will not be possible to replicate the reach of other campaigns. As a result, we recommend a focus on digital, radio, earned media, in the community. We also recommend repurposing existing creative assets. This risk is offset by recommendations in Part 2, designed to be in market in May 2023.
- **Timing** - a February launch gives very little time. **Approvals will need to be swift and revisions limited.** This again raises the need to use existing assets where possible. In addition there needs to be a balance between informing class members with enough time to reduce concerns, while ensuring we continue to reinforce submissions in the coming weeks.



Recommendations

Part 1: Announcement of Extended Claims Period

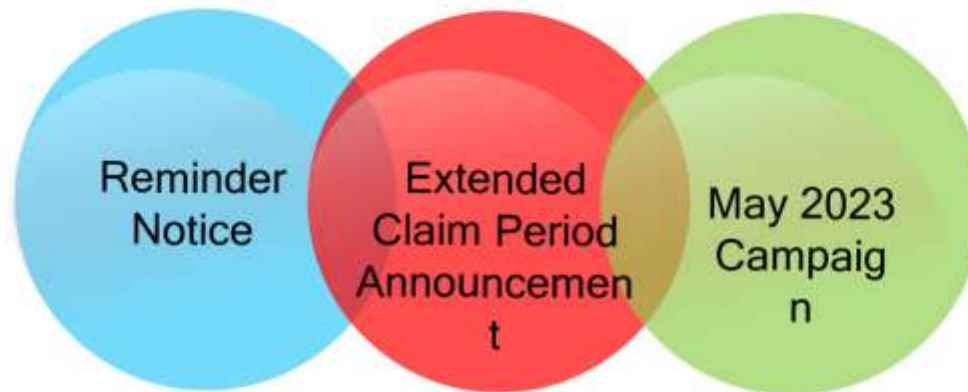


Approach

- A blended approach that leverages current in-market campaign.
 - Reinforce current messaging until Court approval of the Extended Claims Period has been granted
 - Change creative and messaging February **TBC**, and extend until mid-April with current budget.
 - This provides continuous promotions leading up to the announcement of the Extended Claim Period while capitalizing on the increased attention to extend the campaign into spring while making the best possible use of available funding.



Approach



Reminder Notice

Current phase. Continue promotion until Feb 20, use existing approved budget and strategy

Transition

Use current budget to revise creative and messaging, launch earned media and take over the promotion schedule from RN notice campaign (Feb 21 - April)

May 2023

Reinforce Extended Claim Period with new scope of funding and tactics proposed in Part 2.



Part 1: Recommended tactics

- Updated creative with eye-catching features, repurposing existing assets where possible
- Updated CTA - ensuring class members understand the Claims Period has been extended until March 7, 2024 and know where to get information and support
- Interrupt current flights in radio, digital, print and paid social media (this means we would update creative Feb TBC extending the run
- In-community mail drop
- In-community poster delivery
- Digital advertising (search and display), changing messaging in current campaign to amplify message and maximize investment
- Social media advertising + organic boosting
- Website landing page
- Leverage Community Outreach budget to amplify messaging and focus on Impacted First Nations while paid campaign reaches individuals
- Outreach to potential partners (AFN, organizations, Elders)
- Update current plans for outreach to Correctional Facilities with new dates and messaging

Campaign Message

Part 1: Extended Claims Period

NOTE: this is draft transitional messaging. Final messaging will be developed for approval with the parties and will include additional details for Class Members.





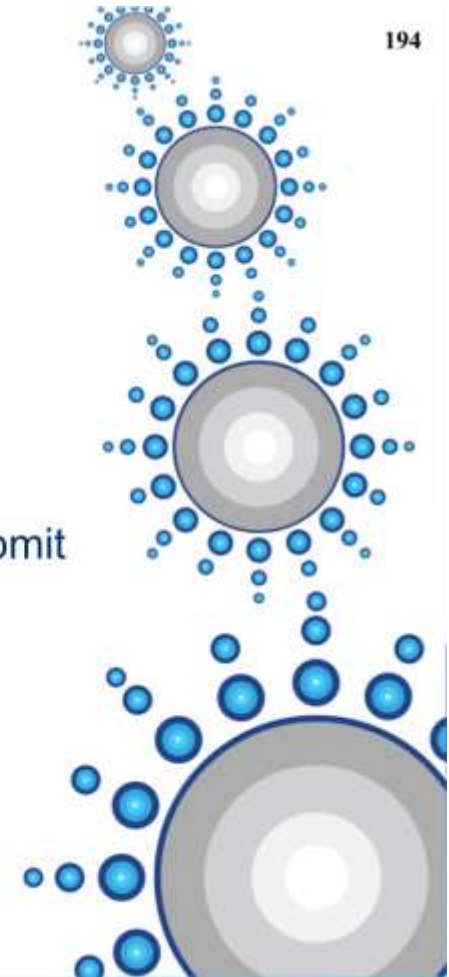
**First Nations
Drinking Water**
SETTLEMENT

The Claims Period has been extended to
Month XX, XXXX

If you are a First Nations member impacted by a long-term drinking water advisory, you now have more time to submit a claim for compensation.

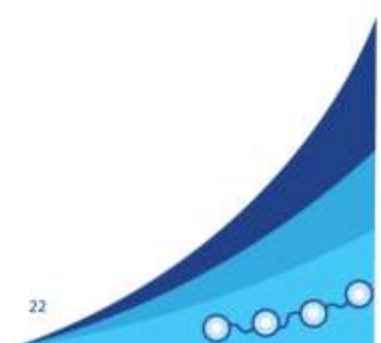
Free supports are available to you for:
Filling out your Claim Form 1.833.252.4220
Legal advice 1.833.265.7589
Emotional support 1.855.242.3310

FirstNationsDrinkingWater.ca

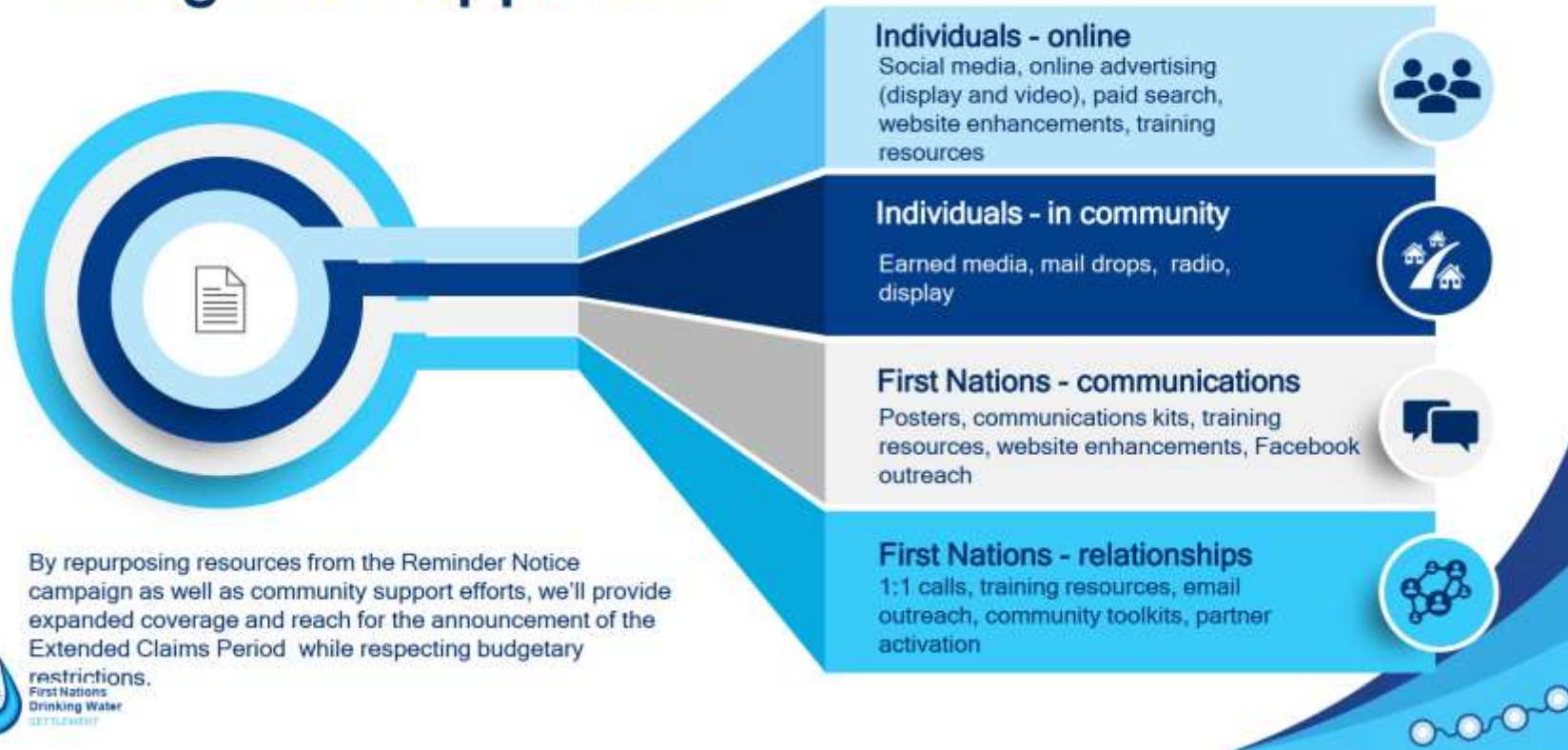


Tactics

Part 1: Extended Claims Period



Integrated approach



By repurposing resources from the Reminder Notice campaign as well as community support efforts, we'll provide expanded coverage and reach for the announcement of the Extended Claims Period while respecting budgetary



Website

- Update the existing website to provide highly visual messaging announcing the Extended Claim Period and drive visitors to the resources and supports available (drive to from paid)
 - Announcement of extension
 - Process for submission
 - Links to resources (promote new Representative Interactive Guide as well as existing Individual Interactive Guide)
- Refresh the homepage to align with messaging, the settlement phase and create pathways to new/timely resources.



Paid Social Media Advertising

Blended approach - end current reminder campaign February **TBC** (rather than March 7) and introduce new messaging extending to mid April.

- Advertising on Facebook/Instagram offers considerable reach and penetration for our key audience. We will continue the use of Facebook to geo-target individual affected communities and retarget past website visitors to encourage them to submit a claim. Promotions with the current reminder campaign messaging will end on February **TBC**, with Extended Claims Period messaging beginning on February **TBC** to prevent any overlap.
- Pre-roll advertising on YouTube provides high-quality impressions to drive awareness and message reach. This channel offers excellent coverage across a wide distribution of age demographics, including 40+. This campaign phase will use 15-sec non-skippable placements only to focus on high-quality impressions and key message delivery, with all ads leading back to the website. An animated video promoting the Extended Claims Period will be produced for use in these placements.



Paid display and search advertising

Blended approach - end the current reminder campaign February **TBC** (rather than March 7) and introduce new messaging extending to mid April.

- Google Display will be used for nation-wide broad awareness and reach. The current campaign and messaging will conclude on Feb. **TBC** and new Extended Claims Period Campaign placements will begin on Feb. **TBC** to prevent any messaging overlap.
- Google search ads allow us to leverage existing user interest and direct traffic towards our resources and web properties. We will continue this tactic using updated search terms and keywords to build on our already successful click-through rate and considerable search impression share. Search ads copy will be updated on Feb. **TBC** to align with the rest of the campaign messaging.



Organic Social Media -

Blended budget approach. Leveraging current monitoring and issues allotments in ongoing communications with some funds towards new social organic content and paid boosts.

Organic Content

Measure content engagement (likes/shares/comments) during campaign activation to identify relevant subject matter for Class Members.

Ensure our strategy reaches as many Class Members as possible by tracking page growth during campaign activation. Establish positioning as credible source of truth and reliable information.

Community Management

Complete daily check-ins on social media to address all relevant notifications within 24 hours (excluding weekends/stat holidays).

Manage community sentiment and provide client reporting on emerging issues.

Ensure a holistic and collaborative approach to community monitoring across class action files to identify confusion and other related issues.

Issues Management

Proactively managing issues emerging from the Class Member community and mitigate potential crisis for client.

Earn credibility and trust of Class Members by providing consistent, clear and accessible information that helps them feel heard and respected.

Ensure the online Class Member community is provided privacy, safety and security.



Community - Mail drop and Poster

We will use the existing budget under the Reminder Notice Campaign to fund the mail drop.

- Distribute one unaddressed mail drop, in the form of flyer, starting with all communities (87,000 households)
- Messages will inform of the Extended Claims Period and additional time while encouraging individuals to submit a claim and highlighting supports and resources available.
- Direct to website for more information
- One round of new poster distribution to Band Council Offices with information



Community OOH - Print

- Continue focus on in-community advertising targeting communities with lower engagement and focusing on the new CTA.
- Ads in Indigenous publications also used in the previous phase reaching First Nations (Ha-Shilt-Sha, Alberta Native News, Eagle Feather News, Grassroots News, Wawatay News, Turtle Island News, Mi'kmaq Maliseet Nations News).
- One flight of advertising in early March with Extended Claims Period info.



Community OOH - Paid radio

Blended approach. Create new messaging and replace current booked flight for late February. Add another 2-week flight in mid-late March

- Radio: recommendation to use a mix of Indigenous radio stations across the country also used in the previous phase (e.g. CFWE, CJWE, CFNR in BC, MBC in SK, NCI in MB, Wawatay,...) in combination with Radio stations (e.g. Vista, Pattison) reaching the communities
- Audio spot is also recommended on audio streaming options reaching Indigenous communities for both on and off reserve (e.g. Spotify, CBC streaming Indigenous content podcasts...)



Community OOH - Paid digital display

Blended approach - change messaging Feb **TBC** and extend campaign to mid-April.

- Digital display premium digital on Indigenous owned/Indigenous content, with potential to look at geo-targeting areas with lower submissions (CBC, APTN, etc.)
- Digital video 15-second spot to run as well.



Earned media - News release and media outreach

News release February **TBC**, 2023 on Meltwater (national) and NationTalk announcing extension

- Focus on the Extended Claims Period and support and resources available
- Include a broadcast copy within the release so smaller outlets read it aloud
- General pitching with a focus on media outlets covering the story and areas with low uptake
- Develop reactive media responses to manage incoming queries
- Arrange interviews with the spokesperson



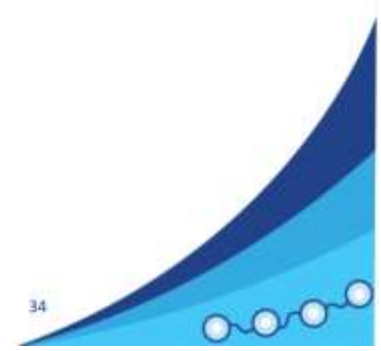
Community and partner outreach

We will take a blended approach, continuing our outreach with added emphasis (and additional Navigator hours). Our priority will be to ensure Impacted First Nations are notified first and then move to partners. We will accomplish the following:

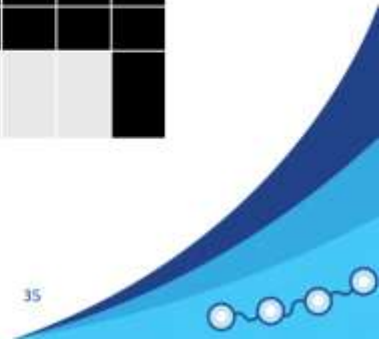
- **Before February TBC** - additional push to Impacted FN and community FaceBook pages
- **Feb TBC** - expanded push to Impacted FN and community Facebook pages with Extended Claims Period information and resources
- **Feb TBC- mid-April** - Partner outreach and continued community outreach, moving to normal operational levels and schedules.



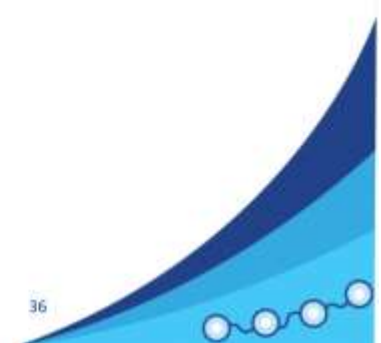
Timelines



Timeline	Feb 7	Feb 14	Feb 21	Feb 28	March 7	March 14	March 21	March 28	April 4	April 11	April 18	April 25
Budget and approach approval	█											
Messaging and creative concept (revisions)	█	█										
Booking and confirmation of media placements	█	█	█									
Approval of advertisements and collateral	█	█										
Media package approval	█	█										
Website copy changes/updates	█	█	█									
Launch campaign			█	█	█	█	█	█	█	█	█	█
Community mail drop and outreach				█	█	█	█	█	█	█	█	█
Monitoring and evaluation			█	█	█	█	█	█	█	█	█	█
Campaign report (April 2023)												█



Budget



Budget context - committed to date

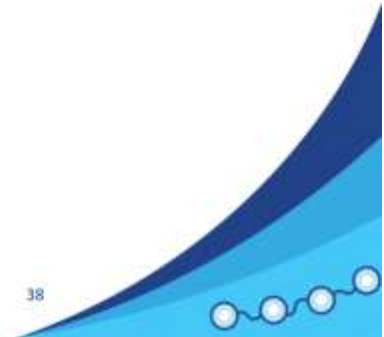
Program	Timing	Cost
Phase 1-2 - Approval and launch of Claims (Notice Plan)	Nov - June	Fees - 404,825.00 Exp - 932,783.56
Phase 3 - Reminder Notice	Dec - March	Fees-123,270.00 Exp - 917,482.90
Phase 4 - Ongoing issues management, community management, support	Feb - June 2023 (allowing for post-claims period comms)	Fees - 474,770.00 Exp - 24,157.90
Phase 5 Community Outreach	April - March 2023	Fees - 1,467,625.00 Exp - 143,000.00
AFN Tradeshow	June 2022	Fees - 14,150.00 Exp - 10,019.00
TOTAL ALLOCATION		\$5,000,000.00
BALANCE		\$499,241.03 (estimate)



Budget assumptions

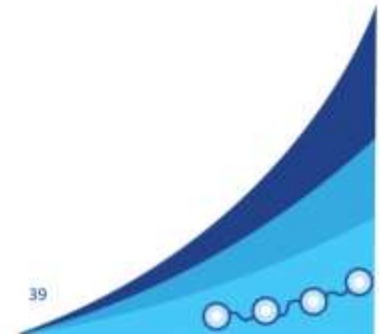
- Repurposing and leveraging Reminder Notice and Community Outreach budgets where possible to achieve the maximum impact.
- Project management and issues mgmt. to come from ongoing budget
- Approx. \$30,000 reserved for adhoc opportunities and communications beyond mid-April

Item	Description	Costs
Fees	Creative production & trafficking	\$44,460.00
	Earned media	\$9,900.00
	Collateral content creation & coordination	\$13,190.00
	Digital media	\$27,800.00
	Enhanced community outreach	\$80,000.00
	Evaluation & reporting	\$9,835.00
	Expenses	Paid media, production costs, printing, shipping
Total	Fees & Expenses	\$467,210.40



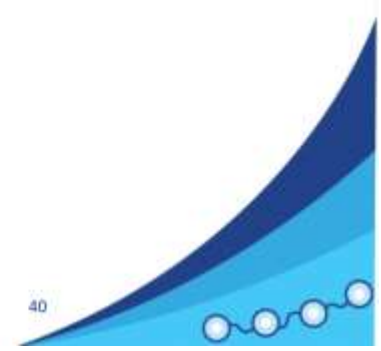
Part 2: May 2023-March 2024 Communications

Maintaining momentum



Considerations

Issues, risks and mitigation



Momentum is key to continued engagement

- It's clear that current in-market advertising, combined with direct outreach efforts by all parties, is driving higher engagement with the Settlement.
- Maintaining momentum through a series of intense in-market campaigns at regular intervals will help sustain interest and engagement (avoiding the drop-off experienced between June-November 2023).



Extended Claims Period

- Communications and messaging will need to ensure class members are aware of the Extended Claims Period and the process for submitting a Claim.
- Messaging and resources will be developed to communicate how Claims submitted prior to March 7, 2023 will be processed and provide further information on the status of claims for Specified Injuries.
- Issues management will include new FAQs, risk scenarios and communications responses.



Recommendations

Part 2: May 2023 – March 2024 Communications



Continue principles from Reminder Notice

- **Go where our class members are** - speak to community on as micro-level as possible
- **Make it clear** - strip the process down to a simple CTA - you may be eligible, submit your claim. Individuals do not need to get bogged down in the Impacted FN process. BCAR and BCCLs confuse the messaging to Individual Class Members.
- **Updated creative** - so Individual Class Members see themselves in the creative; incorporate messaging that targets specific barriers
- **Build urgency without panic** - respecting our audiences but encouraging action
- **Highlight resources** - focus on support to submit claims, webinars and online modules
- **Get to the helpers** - social media indicates youth are helping older class members with their forms, leverage that to encourage action
- **Activate partners** - support Indigenous organizations trusted by the Individual Class Members and Impacted First Nations to deliver the CTA on behalf of the FNDW team with relevant communication assets



Reminder Notice Recommendations

- Creative shift to an individual focus
- Single CTA- encourage action with a focus on submitting claim form
- Radio, digital to target communities
- Mail drops (multiple) and in-community advertising a priority
- Digital advertising (search and display)
- Continued focus on targeted print and television while using (use video online)
- Leverage Community Outreach budget to amplify messaging and focus on Impacted First Nations while paid campaign reaches individuals
- Outreach to potential partners (AFN, organizations, Elders)
- Outreach to Correctional Facilities
- Social media advertising
- Website enhancements and SEO



2023-24 Recommendations

- Building on the announcement of the Extended Claims Period process, three distinct campaign cycles to drive engagement and maintain momentum:
 - **May-June** - building on the Extended Claims Period announcement
 - Mid-range campaign with inclusion of Community Posters and mail-drop
 - **September-November** - full campaign similar to Reminder Notice
 - **January - March 2024** - full countdown campaign
 - **March-April 2024** - announcement to support end of claims period



2023-24 Recommendations

- Building on the announcement of the Extended Claims Period process, three distinct campaign cycles to drive engagement and maintain momentum:
 - **May-June** - building on the Extended Claims Period announcement
 - Mid-range campaign with inclusion of Community Posters and mail-drop
 - **September-November** - full campaign similar to Reminder Notice
 - **January - March 2024** - full countdown campaign
 - **March-April 2024** - announcement to support end of claims period



Campaign Message

To be developed with the parties to ensure clear, consistent messaging about the Extended Claims Period, the settlement in general and supports available to class members.

Messaging will be revised slightly for each campaign to ensure it is fresh and appeals to Class Members

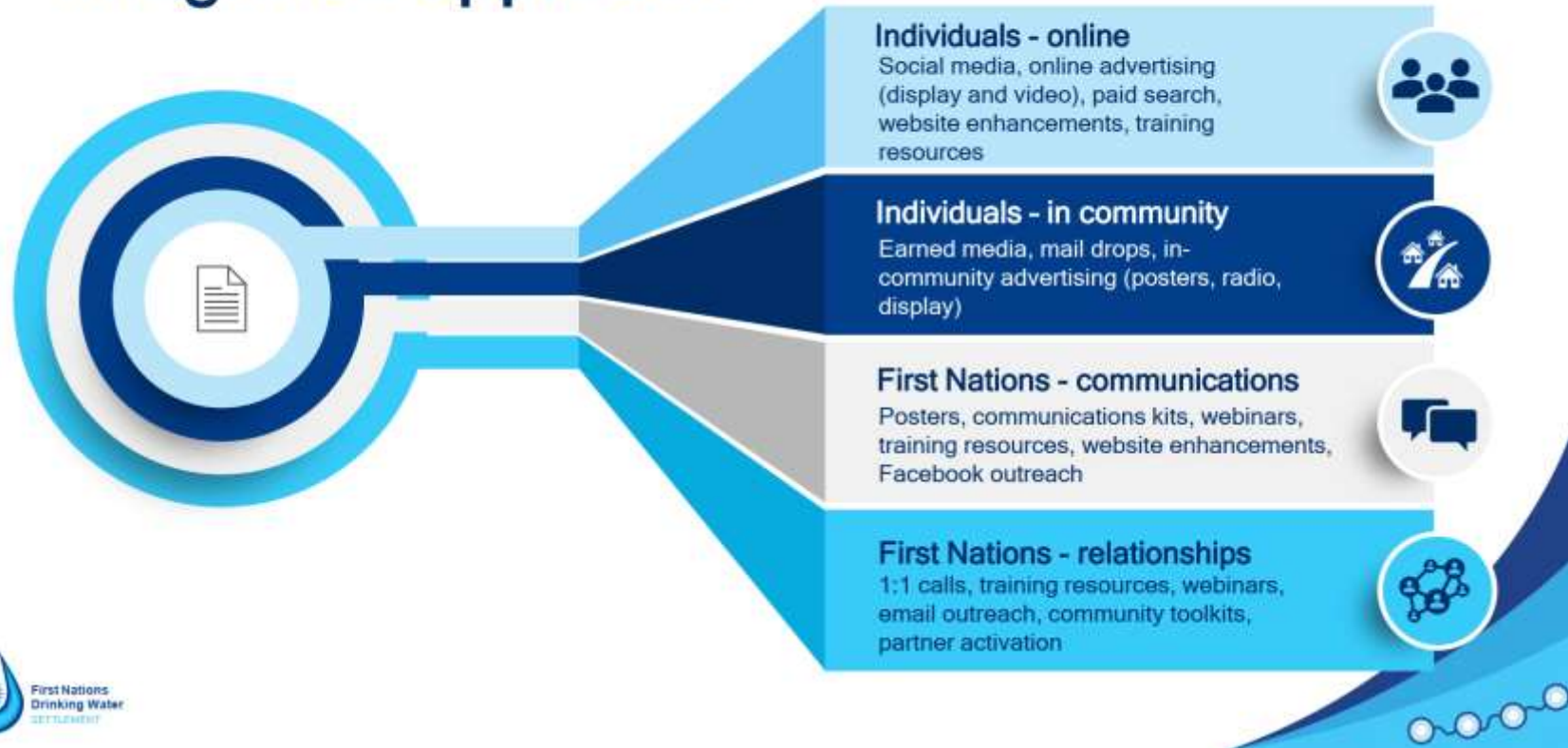


Tactics

Individual Class Members who have not yet applied for their compensation in the First Nations Drinking Water Settlement.



Integrated approach



Website

- Continue to evolve meta descriptions to support current phase, evolved content and SEO and SERP insights
- Updates to the website for each campaign phase to refresh messaging and attract attention around the CTA.
- Consideration of banner with timelines and updates
- Refresh homepage to align with messaging, align with settlement phase, create pathways to new/timely resources
- Access opportunities for and implement additional event tracking
- Encourage class members who have submitted a claim to “Share Your Story” to leverage in content marketing (social cards, web, email will be considered)



Paid Social Media Advertising

- Advertising on Facebook/Instagram will be a central tactic for paid digital, offering considerable reach and penetration for our key audience. Facebook will be used to geo-target individual affected communities as well as using retargeting to reengage past website visitors to encourage them to submit a claim. Geo-targeting will be structured around individual communities, with an additional segment created for communities with particularly low submission rates.
- Pre-roll advertising on YouTube provides high-quality impressions to drive awareness and message reach. This channel also offers excellent coverage across a wide distribution of age demographics, particularly 40+. For this campaign cycle, we will focus on a mix of 15 & 30 sec animated videos outlining the Claim Form process with links to the website to be based on the campaign objectives. We can make the 15-sec non-skippable placements only to provide high-quality impressions.
 - May-June - 15-second only
 - Sept-October 15 & 30 second
 - January - March 15 & 30 second



January - March 15 & 30 second



Paid display and search advertising

- Google Display will be used for nation-wide broad awareness and reach, additional focus will be devoted to the communities provinces with particularly low claim submission rates.
- Google search ads allow us to leverage existing user interest and direct traffic towards our resources and web properties. We will continue this tactic using updated search terms and keywords to build on our already successful click through rate and considerable search impression share.



Organic Social Media

Argyle will develop and implement an ongoing organic social media strategy comprised of three key components; monthly content calendars, community management, and issues management. Content and creative will be informed by search data and analysis to support in-platform search success and higher engagement.

Organic Content

Measure content engagement (likes/shares/comments) during campaign activation to identify relevant subject matter for Class Members.

Ensure our strategy reaches as many Class Members as possible by tracking page growth during campaign activation. Establish positioning as credible source of truth and reliable information.

Community Management

Complete daily check-ins on social media to address all relevant notifications within 24 hours (excluding weekends/stat holidays).

Manage community sentiment and provide client reporting on emerging issues.

Ensure a holistic and collaborative approach to community monitoring across class action files to identify confusion and other related issues.

Issues Management

Proactively managing issues emerging from the Class Member community and mitigate potential crisis for client.

Earn credibility and trust of Class Members by providing consistent, clear and accessible information that helps them feel heard and respected.

Ensure the online Class Member community is provided privacy, safety and security.



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Community - Mail drop and Poster

For each campaign period, we will:

- Distribute one unaddressed mail drop, in the form of flyer, starting with all communities (87,000 households)
- Messages will inform of the Extended Claims Period while encouraging individuals to submit a claim and highlighting supports and resources available.
- Direct to the website for more information
- One round of new poster distribution to Band Council Offices for each campaign



Community OOH - Poster distribution

- C-store posters (convenience stores and gas stations in some communities) in combination with digital OOH and static OOH products); we can focus on geographic areas with lower submissions
- Explore opportunities in community Rec centres, pharmacies and doctor's offices (geo/FSA targeting)
- Completed one round of poster distribution to Band Council Offices, recommending an additional round

Included in all three campaigns



Community OOH - Print

- Focus on in-community advertising targeting communities with lower engagement and focusing on the single CTA.
- Ads in Indigenous publications also used in the previous phase reaching First Nations (Ha-Shilt-Sha, Alberta Native News, Eagle Feather News, Grassroots News, Wawatay News, Turtle Island News, Mi'kmaq Maliseet Nations News).



Community OOH - Paid radio

- Radio: recommendation to use a mix of Indigenous radio stations across the country also used in the previous phase (e.g. CFWE, CJWE, CFNR in BC, MBC in SK, NCI in MB, Wawatay,...) in combination with Radio stations (e.g. Vista, Pattison) reaching the communities
- Audio spot is also recommended on audio streaming options reaching Indigenous communities for both on and off reserve (e.g. Spotify, CBC streaming Indigenous content podcasts...)



Community OOH - Paid digital display

- Digital display premium digital on Indigenous owned/Indigenous content, with potential to look at geo-targeting areas with lower submissions (CBC, APTN, etc.)
- Digital video 15 and 30-second spots to run as well.



Earned media - to launch each campaign

- Wider focus to remind communities on resources and timeline
 - News releases (on Meltwater (national) and NationTalk announcing reminder period
 - Focus on the Extended Claims Period and support and resources available
 - Include a broadcast copy within the release so smaller outlets
 - General pitching with a focus on media outlets covering the story and areas with low uptake
 - Develop reactive media responses to manage incoming queries
 - Arrange interviews with spokesperson



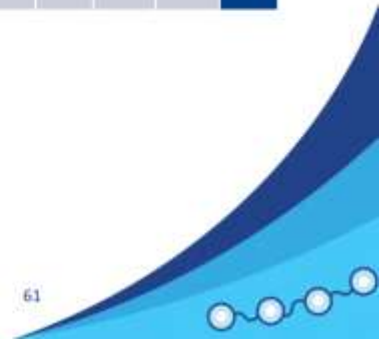
Timelines



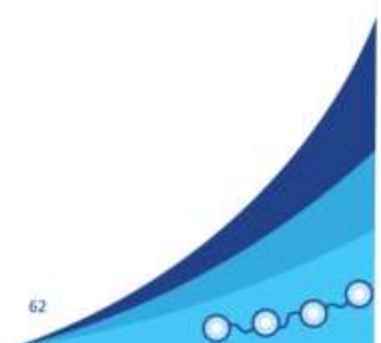
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Timeline	April '23	May '23	June '23	July '23	Aug '23	Sep '23	Oct '23	Nov '23	Dec '23	Jan '24	Feb '24	Mar '24
Review of December-April communications activities, report and recommendations for improvement	█											
Spring notice campaign (mid-range, building on existing campaign)		█	█									
Fall campaign (Sept – Nov)						█	█	█				
Reporting and development of countdown campaign								█	█			
Countdown campaign (Jan-Mar)										█	█	█
Claim period closes												█
Post claim period communications												█



Budget



Budget notes

- This estimate is built with a few assumptions:
 - The extension would be for one year (to March 2024) and include three distinct campaigns directed at class members.
 - Communications requirements will be similar to the Reminder Notice Plan (with changes as recommended by Argyle and Class Counsel)
 - No major creative (brand) changes (except for refreshed concepts for each campaign)
 - This budget does not include an additional Late Claims Period or extended communications support beyond March 2024.



Spring Notice (May-June 2023)

- Nationwide campaign to continue amplification of the announcement of the Extended Claims Period to raise awareness of the process and supports available and what action Class Members need to take.

\$760,896 (\$566,200 in paid media/expenses, \$194,696 fees)



Fall campaign (September-November 2023)

- Nationwide campaign built on the fall Reminder Notice campaign with countdown CTA to raise awareness of the deadline and what action Class Members need to take.
- Costs (based on Reminder Notice campaign, and tracked costs for approvals and strategy discussions)

1,100,000 (925k in paid media/expenses, \$175k fees)



Countdown campaign (January - March 2024)

- Nationwide campaign using tactics from the Reminder Notice campaign with countdown CTA to raise awareness of the coming deadline and what action Class Members need to take.
- Costs (based on Reminder Notice campaign, and tracked costs for approvals and strategy discussions)

1,100,000 (925k in paid media/expenses, \$175k fees)



Claims Period Closed Notice (March 2024)

- Earned media, website and digital media designed to ensure class members understand the claims period is closed and where they can go for information on their claim
- (Note, in our experience having a tracker, updated monthly on the website gives class members comfort as to how the Administrator is working through claims and when they might expect final payment) This is not included in this estimate.

\$300,000 (\$225k in paid media/expenses, \$75k in fees)



Supplement to ongoing support (April 2023 - March 2024)

- Ongoing non-campaign-related support for the settlement, including:
 - Client correspondence, Project Management and meetings
 - Media and issues management, ad hoc requests
 - Website updates and maintenance
 - Social media monitoring, content and community management

Current ongoing budget covers some of these expenses. Argyle would require an additional \$60,000 fees and \$20,000 expenses to cover the remainder of the Late Claims process.



Budget totals

Item	Fees	Expenses
Spring (May-June 2023)	\$194,696	\$566,200
Fall (Sept-Nov 2023)	\$175,000	\$925,000
Countdown (Jan-March 2024)	\$175,000	\$925,000
Closure announcement (March 2024)	\$75,000	\$225,000
Ongoing communications supplement	\$60,000	\$20,000
Totals	\$679,696	\$2,661,200
TOTAL	\$3,340,896 without Community Outreach team support*	



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Thank you

The Argyle Team

