

ADVERTISING CAMPAIGNS  
FILE INDEX

1982 - 1983 - A

- #1 {
- 1 - Audit
  - 2 - Bill C-60 (land expropriation) ad
  - 3 - COGLA and the Canada Lands as
  - 4 - Canadianization TV and print ad
- #2 {
- 5 - CHIP ad (Canadian Home Insulation Program)
  - 6 - CHIP (Canadian Home Insulation Program) General
  - 7 - CHIP (Canadian Home Insulation Program) ad #1, Phase I, Montreal, newspapers
  - 8 - CHIP (Canadian Home Insulation Program) TV, Toronto
  - 9 - CHIP (Canadian Home Insulation Program) newspapers and magazines
  - 10 - COSP (Canadian Oil Substitution Program) Phase 2, Billboard
  - 11 - COSP (Canadian Oil Substitution Program) General
  - 12 - COSP (Canadian Oil Substitution Program) Radio - French
  - 13 - COSP (Canadian Oil Substitution Program) Newspapers
  - 14 - COSP / Le noeud coulant
  - 15 - COSP (Canadian Oil Substitution Program) Billboard
  - 16 - COSP (Canadian Oil Substitution Program) Television - French
  - 17 - COSP / Le noeud coulant (television, radio copy)
  - 18 - COSP (Canadian Oil Substitution Program) Newspapers
  - 19 - COSP (Canadian Oil Substitution Program) Phase 2, Radio
  - 20 - COSP (Canadian Oil Substitution Program) Radio
  - 21 - COSP (Canadian Oil Substitution Program) Television
- #3 {
- 22 - DSEP Co-op ad
  - 23 - Energuide ad
  - 24 - Enersave ad (TV)
  - 25 - Enersave ad (Newspapers)
  - 26 - Enersave ad (Radio)
  - 27 - Enersave - Travel Times
- #4 {
- 28 - ESAB (Energy Supplies Allocation Board) Television
  - 29 - ESAB (Energy Supplies Allocation Board) Radio
  - 30 - ESAB (Energy Supplies Allocation Board) General
  - 31 - ESAB (Energy Supplies Allocation Board) Newspapers
  - 32 - Earth Sciences ad
  - 33 - Energy Security (Radio)
  - 34 - Energy Security
  - 35 - FIRE ad
  - 36 - GREEN - Bourses (Print-French)
  - 37 - HEP/CHIP (print copy)
  - 38 - Industry Energy Audits ad
- #5 {

#1  
Box

Box #2

- 39 - Labour Council Yearbook
- 40 - La sécurité énergétique du Canada, nous en sommes à ça
- 41 - Magazine ad copy
- 42 - Minerals and Earth Sciences ad (Radio)
- 43 - Minerals and Earth Sciences ad (Television)
- 44 - Nos ressources ad (TV)
- 45 - Newfoundland Offshore ad
- 46 - Pricing Agreement ad
- 47 - Propane ad
- 48 - Pricing Agreement (l'entente)
- 49 - R-2000 Super Energy Efficient Housing (Radio)
- 50 - R-2000 Super Energy Efficient Housing (print, radio, television copy)
- 51 - R-2000 super energy Efficient Housing (General)
- 52 - R-2000 (21st Century)
- 53 - Superefficient Homes ad
- 54 - Supermarket Info Centres ad
- 55 - Sécurité Énergétique
- 56 - The Car Economy Book ad (E&F)
- 57 - The Canada's Lands ad (TV)

Media Plans - Budget - Estimates

- 58 - Académie St-Alexandre
- 59 - Barbary
- 60 - CHIP (Canadian Home Insulation Program)
- 61a - COSP (Canadian Oil Substitution Program) (2 files)
- 61b - COSP (Canadian Oil Substitution Program)
- 62 - Cockfield Brown (miscellaneous)
- 63 - D.W. hartford and Associates
- 64 - Energy Managment Campaign
- 65 - Enersave
- 66 - Enersave (travel times)
- 67 - ESAB (Energy Supplies Allocation Board)
- 68 - Foster
- 69 - Minerals and Earth Sciences
- 70 - Publicité BCP Ltée
- 71a+b - Planicom/PNMD Communications (2 files)
- 72 - R-2000 Super Energy Efficient Housing
- 73 - R-2000 Super Energy Efficient Housing (Barbary budget-estimates)
- 74 - Ronalds-Raynolds (Terres du Canada)
- 75 - Warwick-Bradshaw
- 76 - Westcan

#9

Box

Box # 3

#5

#6

#7

#8

#9

Contracts

- 77 - Académie St-Alexandre (earth sciences/propane)
- 78 - Barbary
- 79 - Cockfield Advertising
- 80 - D.W. Hartford & Associates
- 81 - Foster Advertising
- 82 - Hartford & Associates (minerals and earth sciences)
- 83 - McConnell Advertising (ESAB)
- 84 - McConnell Advertising (COSP)
- 85 - Publicité BCP Ltée
- 86 - PNMD Communications (COSP/Le noeud coulant)
- 87 - PNMD Communications (COSP)
- 88 - Ronalds-Reynolds Contracts
- 89 - Warwick-Bradshaw
- 90 - Westcan

Box #3 cont'd

Agencies Evaluation

- 91 - Warwick-Bradshaw
- 92 - Westcan

#9

#10



14-May-1987 16:28

ADVERTISING CAMPAIGNS  
FILE INDEX

1982 1983 - B

- # 11
- 1 - Appel d'offres - 2.5 million de dollars pour un nouveau programme de démonstration du chauffage solaire de l'eau à domicile (French).
  - 2 - A way everyone can save money conserve energy.
  - 3 - CHIP ad in the provinces (English)
  - 4 - Canadian Ownership rate and Control Status Determinations - Petroleum Incentive / Program Grants (English)
  - 5 - CGSB listed contractor are now required for COSP
  - 6 - Canada Oil Substitution Program, we'll pay you up to 800.00 to get off oil heat
  - 7 - Complete Energy Security for Canada, is this close (English, Energy Security Act)
  - 8 - CANMET Scholarship Geological Survey, we've moved (English and French)
  - 9 - Career awareness (French and English)
  - 10 - CCRS Montage (French and English)
  - 11 - CCRS Planet ad (French and English)
  - 12 - CHIP (French)
  - 13 - Conservation d'énergie, l'offre tient toujours (French)
  - 14 - Canadian know how will help you run your car on leftovers
  - 15 - Chauffer toute une maison pour 100. dollar par année, c'est possible avec quatre bons tuyaux
  - 16 - Cet été passez l'hiver au chaud
  - 17 - COSP Programme canadien de remplacement du pétrole
  - 18 - Earth Sciences (French and English)
  - 19 - Exigez maintenant le symbole CGSB de votre entrepreneur en isolation
  - 20 - Enersave vous aide à économiser l'énergie chez vous
  - 21 - Four secrets of a Super New Family Home that cuts heating bills up to 90%
  - 22 - Faites de grosses économies quand vous achetez vos gros appareils
  - 23 - Get Off Oil (English)
  - 24 - Gasoline, you have what it takes to conserve it
  - 25 - Here's how to save bigt dollars when you buy big electrical appliances
  - 26 - ISAB ad, urgence pétrole avis à la nation
  - 27 - ISAB oil emergency
- # 12

#3 call

Box

#4  
Box

- # 12
- 28 - Information on government Assistance to Mining Communities/Une trousse d'information sur l'aide gouvernementale aux collectivités minières
  - 29 - IGSP Calgary (French)
  - 30 - Keep the heat in
  - 31 - Leading the way (French and English)
  - 32 - La sécurité énergétique du Canada (French)
  - 33 - More Alberta gas for more Canadians (English)
  - 34 - Many of our biggest energy consumers are also our biggest energy conservers
  - 35 - Now there's a new energy company and you may be part of it, COERERCO (French and English)
  - 36 - Propane today an alternative to gasoline
  - 37 - Plan to cut heating costs now COSP is part of the national energy pro.
  - 38 - Propane Today (English and French)
  - 39 - Programme de remplacement du pétrole - COSP (French)
  - 40 - Publi Reportage, Science et Technologie (French)
  - 41 - Public Notice/Annonce publique - Canada Oil and Gas Lands Administration  
- Administration du pétrole et du gaz naturel des terres du Canada
  - 42 - PIP (Petroleum Incentive Program) / PESP (Programme d'encouragement du secteur pétrolier)
  - 43 - Plus de gaz Albertain pour d'avantage de canadiens (French)
  - 44 - R-2000 Super Energy Efficient Housing - General
  - 45 - R-2000 Come and See the Home of the 21st Century (English)
  - 46 - R-2000 Step into the 21st Century (English)
  - 47 - R-2000 La maison du XX siècle
  - 48 - R-2000 Venez voir la maison du XX siècle
  - 49 - R-2000 Come and See the Home of the 21st Century
  - 50 - Request for Proposals - 2.5 million for solar domestic water heating systems (English)
  - 51 - Sortez du noeud coulant/Get Off Oil (French)
  - 52 - Sortez du noeud coulant/Get Off Oil (English)
  - 53 - Starting November 1, 1981, CGSB listed contractors are required for CHIP
  - 54 - Starting November 1, 1981, CGSB listed contractors are required for CHIP and COSP
  - 55 - Suivez nous vous prendrez vos prochaines vacances aux frais de la maison, votre maison, oui je fais le premier pas
  - 56 - Thinking about Wood Heat (English)
  - 57 - The Car Mileage Book
  - 58 - When Home Energy is the Question, Enersave is the Answer
  - 59 - We'll pay you up to 800. to burn less oil
  - 60 - We Canadian produce more energy than we use
  - 61 - You might be paying twice as much as you should to heat your home cut it out
- # 13
- # 14
- # 15
- # 21

14-May-1987 16:41

ADVERTISING CAMPAIGNSFILE INDEX1983 - 1984

- 1 - AECIP Rectifications  
 2 - Atlantic Energy Conservation Investment Program (AECIP)  
 3 - CCRS Advertising  
 4 - Canadian Certified Reference Materials (project CCRMP)  
 (workshop- day)  
 5 - Come and See the Home of the 21st Century  
 6 - Certified Reference Materials  
 7 - Corporate Ad (print and TV)
- 8 - Energex '84  
 9 - Energex
- #1  
 10 - FIRE ad Wood '83 Show Directory  
 11 - FIRE ad in Canadian Forest publication
- 12 - Geological Survey of Canada Forum '84  
 13 - Grand Prix Labatt, Message du Ministre Chrétien  
 14 - Green
- #2  
 15 - Home Energy Planning - Research  
 16 - Home Energy Planning Seminar  
 17 - Home Energy Planning Phase II (TV ad)  
 18 - Home Energy Planning Phase II (COSP ad)  
 19 - Home Energy Planning Phase II (CHIP ad)  
 20 - Home Energy Planning ad in ethnic newspapers  
 21 - Home Energy Planning - Phase I, Fall '83  
 - Phase II, Winter '84  
 - Phase III, Spring '84  
 - Phase IV, Fall '84
- 22 - HEP R-2000 Editorial  
 23 - HEP - Media Plan Dailies and Weeklies  
 24 - HEP II - radio  
 25 - Houses deleted
- 26 - ICAP Natural Gas  
 27 - Industrial and Commercial
- #3  
 28 - Joint Ad Propane and Natural Gas
- 29 - Leading the way - Public Lecture, Sources of Radiation in Canada  
 30 - Leading the way  
 31 - L'économie et l'énergie parlent français
- RELATED CORRESPONDENCE-SEE POCKET  
 CORRESPONDANCE CONNEXE-VOIR POCHETTÉ
- bot  
 #5  
 IT

- #3
- 32 - Mineral Outlook '84
  - 33 - NA Regional
  - 34 - NA National
  - 35 - Natural Gas Fueling Station
  - 36 - Natural Gas Spring Campaign (confort/control)
  - 37 - Natural Gas Spring Campaign TV Commercial
  - 38 - National Atlas / R-2000
  - 39 - National Mineral Inventory Adver.
  - 40 - OC Transpo Propane Bus Demon.
  - 41 - OPSCOM, Message du Ministre Chrétien
  - 42 - Ottawa Valley Forestry Association - CCRS new ad
  - 43 - Propane Vehicle Program ad
  - 44 - Prospect for Prosperity Mineral Outlook '83
  - 45 - Perspectives Minérales '83
  - 46 - Québec Science (paid announcement)
  - 47 - Rompkey, William - Minister of Mines ad
- #4
- 48 - Remote Community Demonstration Program
  - 49 - Request for Proposals
  - 50 - Radium 226 - Reference Material
  - 51 - R-2000 Site Specifics ad general
  - 52 - R-2000 Radio
  - 53 - R-2000 Provincial ad new look
  - 54 - R-2000 Provincial Builders List
  - 55 - R-2000 Overview Corporate ad
- #5
- 56 - Sudbury Centennial Star / Judy Erola ad
  - 57 - Science Week - Public Notices
  - 58 - Solar Hot Water ad
  - 59 - Trans ad Québec, Earth Science

Budgets - Contracts - Media Plan

- #6
- 60 - Cabana Séguin
  - 61 - Cabana Séguin - Budget - HEP II
  - 62 - Cardon Rose
  - 63 - D.W. Hartford
  - 64 - Glowinsky and Gee
  - 65 - Le Groupe des Communicateurs Unis
  - 66 - Price Rubin & Partners

15-May-1987 09:47

RELATED CORRESPONDENCE-SEE POCKET  
CORRESPONDANCE CONNEXE-VOIR POCHE

ADVERTISING CAMPAIGNS  
FILE INDEX

CP5601-84

1984 - 1985

- 1 - Annapolis Valley Tidal Power Project
- 2 - CREO - Calgary, Seminar on Alternatives Fuels for Vehicles
- 3 - CREO - PEI, Seminar on Energy Conservation
- 4 - CREO - B.C., Seminar on Energy Conservation
- 5 - CREO - Saskatchewan, Home Energy Management Seminar
- 6 - CCRS Planet Ad
- 7 - CCRS Planet Ad (D.W. Hattford)
- 8 - CEAP Announcement
- 9 - Forest Industry Renewable Energy Program (FIRE)
- 10 - Green Ad
- 11 - Geological Survey of Canada
- 12 - HEP Phase IV print in ethnic newspapers
- 13 - Home Energy Planning Phase IV (print and television)
- 14 - Home Energy Management Supplement
- 15 - Home Energy Planning Phase III, CHIP ad, print ad and radio
- 16 - Industrial and Commercial
- 17 - Mineral Outlook '84 (BOI)
- 18 - Mineral Agreement Newfoundland ad
- 19 - Message du Ministre, Evening Telegram
- 20 - Mineral Inventory Data Files
- 21 - Mineral Outlook Conference
- 22 - Natural Gas Fall Campaign - TV commercials
- 23 - Natural Gas Summer Campaign
- 24 - National Mineral Inventory
- 25 - One image is worth a million trees
- 26 - OPSCOM Minister's Message 1984
- 27 - Propane Deadline Posters
- 28 - Propane Vehicle Program Deadline
- 29 - Propane Vehicle changes
- 30 - Propane Conversion
- 31 - R-2000 Overview National ad
- 32 - R-2000 Provincial ad
- 33 - R-2000

#1

#2

#3

#4

Box #6

Box #6

Box #7



- 34 - Solar Hot Water Demonstration ad
- 35 - Science North

Contract & Budget (and contact reports):

- #5
- 36 - Buckingham, White & Salituro
  - 37 - Cabana Séguin
  - 38 - Cardon Rose
  - 39 - D.W. Hartford
  - 40 - Glowinsky and Gee
- #6
- 41 - Hayhurst Advertising
  - 42 - Le Groupe des Communicateurs Unis
  - 43 - Publitel Communications
  - 44 - Price Rubin and Partners
  - 45 - Reidcorp Advertising Consultants
  - 46 - Simons Advertising

On Hold projects:

- 47 - CREO - B.C. Seminar on Home Energy Management
- 48 - CREO - Vancouver, Official Opening

Cancelled projects:

- #7
- 49 - Canadian Atlas
  - 50 - CANMET Corporate ad
  - 51 - ESAB advertising
  - 52 - Grand Prix Labatt Special ad
  - 53 - HEP Phase IV Trade Publication (print BWS/CSD)
  - 54 - Industrial Energy Research & Development
  - 55 - Industrial and Commercial
  - 56 - Joint Ad / Natural Gas - Propane
  - 57 - Mineral and Earth Sciences
  - 58 - Natural Gas only Transportation
  - 59 - Natural Gas Refueling Station Ad
  - 60 - Natural Gas Fall Campaign (print)
  - 61 - Natural Gas Spring Campaign
  - 62 - R-2000 Magazine Campaign
  - 63 - Remote Community Demonstration Program Announcement
  - 64 - R-2000 (working file)
- #8

Box 129

Box 129

-May-1987 10:00

RELATED CORRESPONDENCE-SEE POCKET  
CORRESPONDANCE CONNEXE-VOIR POCHEADVERTISING CAMPAIGNS  
FILE INDEX

CPS601-85

1985 - 1986Earth Sciences and technology

- 1 - CCRS Advertising
- 2 - Dr. Mcharen Lecture "Meteorites, Comets & Dinosaurs" ad
- 3 - Geological ad - Oil, Gas & Coal, Forum in Calgary
- 4 - GSC Forum ad
- 5 - Message de Pat Carney, Broadcast Order Insertion
- 6 - Mineral ad: Invest in Canadian Mining
- 7 - Mineral Outlook '85
- 8 - Mineral Outlook '86
- 9 - National Mineral Inventory

New Initiatives:

- 10 - Corporate ad "Flame"
- 11 - Expo '86
- 12 - Fortune Advertisement - cancelled
- 13 - Investment Canada Advertising
- 14 - Time Response Brochure
- 15 - Time Supplement - Canadian Energy Now...

Public Notices:

- 16 - Canada Nfld Offshore / Petroleum Board Notice
- 17 - CEAP (Canada Energy Audit Program) - PCVRE (Le Programme Canadien de vérification du rendement énergétique) cancelled
- 18 - CREO in BC - Propane & Natural Gas Vehicle Seminars
- 19 - CREO in Nova Scotia - R-2000 Seminars
- 20 - CREO in P.E.I. - Wood
- 21 - CREO in Quebec - NG Conversion Seminars
- 22 - CREO in Quebec - Conversion Natural Gas
- 23 - COGLA / Nova Scotia Board Adv.
- 24 - COGLA / Nova Scotia Call for Nomination
- 25 - Des réponses à vos questions: La maîtrise de l'énergie
- 26 - Exhibit Ads
- 27 - Expo Preview, Sun & Province
- 28 - F/G '86 Exhibition Ad
- 29 - House - as a system
- 30 - Journal of Commerce
- 31 - Radio Ads - cancelled

Box #9

Box #10  
12

R-2000:

- # 4 [ 32 - Media Plan Phase 1
- 33 - Media Plan Phase 2
- 34 - Newspapers Exhibit Support
- 35 - Paperwork
- 36 - Posters

Box # 10

Residential:

- # 5 [ 37 - Atlantic Prov. - Point of Sale
- 38 - Consume / Trade Advertisement HEP
- # 6 [ 39 - Point-of-Sale Design
- # 7 [ 40 - Supplement - Advertising
- 42 - Supplement - Media Plans Supplement - Post Evaluation

Transportation:

- # 8 [ 43 - Media Plans - Natural Gas Refueling & Consumer Ads, Phase 1 -
- 44 - Natural Gas Papers (Natural Gas Vehicle, Generic Ad, Refuelling Station Ad)
- 45 - Natural Gas Phase II
- 46 - Contracts

Agencies:

- # 9 [ 47 - Interact Communications, Contact Reports & Contracts
- 48 - Patterson, Coffin, Brown & Associates, Contact Reports & Contracts
- # 10 [ 49 - Publitel Communications, Contact Reportsw & Contracts
- 50 - Simons Advertising, Contact Reports & Contracts

Box # 11

RELATED CORRESPONDENCE - SEE POCKET  
CORRESPONDANCE CONNEXE - VOIR POCHE

15-May-1987 09:56

ADVERTISING CAMPAIGNS  
FILE INDEX

1986 -1987

- #1
- 1 - Omnibus Brochure
  - 2 - OERD - International Energy Technology Data Exchange
  - 3 - CCRS - Forestry and Geology
  - 4 - CANMET - Advertising - Magazine - KAMAL - ad#1
  - 5 - Direct Mail Strategy
- #2
- 6 - Mineral & Earth Sciences, Geological Survey of Canada Forum 87
  - 7 - Mineral & Earth Sciences, Corporate ad/Invest in Can. Mining (cancelled)
  - 8 - Mineral & Earth Sciences, Mineral Outlook '86
  - 9 - Mineral & Earth Sciences, Canadian Mining Journal (no cost)
  - 10 - Mineral & Earth Sciences, Geochemical Maps ad
  - 11 - Mineral & Earth Sciences, GSC - Forum on Gold
  - 12 - Mineral & Earth Sciences, Mineral Outlook '87
  - 13 - Mineral & Earth Sciences, Message du Ministre Merrithew (Northern Light)
- #3
- 14 - MOU / Manitoba
  - 15 - MOU / General
  - 16 - MOU / Québec
  - 17 - MOU / Alberta ad
  - 18 - MOU / Maritimes
  - 19 - MOU / Ontario
- #4
- 20 - New Initiatives - Inside Guide / Expo ad
  - 21 - New Initiatives - Expo Guidebook Posters (30 x 40)(cancelled)
  - 22 - New Initiatives - Financial Post / Skyword
  - 23 - New Initiatives - Canada Pavilion
  - 24 - New Initiatives - Corporate Energy & Mining ad (Flame - MST)
- #5
- 25 - Public Notices - CREO B.C. - R-2000 Course
  - 26 - Public Notices - CREO B.C. - R-2000 Seminars
  - 27 - Public Notices - CREO Manitoba
  - 28 - Public Notices - CREO Montréal - Seminar on NGV
  - 29 - Public Notices - CREO Toronto - "Help"
  - 30 - Public Notices - CREO N.S. - COGLA Call for Proposal
  - 31 - Public Notices - CREO Newfoundland - Phone Call
  - 32 - Public Notices - CREO Québec - Séminaire pour flottes de camions
  - 33 - Public Notices - CREO Manitoba - Pro-Trucker
  - 34 - Public Notices - CREO Yellowknife - Energy Answers
  - 35 - Public Notices - CREO P.E.I. - Phone Call Away
  - 36 - Public Notices - CREO Manitoba - Homes for Tomorrow
  - 37 - Public Notices - CREO Québec - Séminaire sur le gaz naturel
  - 38 - Public Notices - CREO N.B. - R-2000 Seminars
  - 39 - Public Notices - CREO Manitoba - Propane Seminars
  - 40 - Public Notices - CREO Exhibitions

Box # 12

Box 13

- # 6 { 41 - R-2000 Home for all season
- 42 - R-2000 Creative new approach
- 43 - R-2000 CHBA Spring campaign
- 44 - R-2000 CHBA Correspondence Jan. - Mar.
- 45 - R-2000 CHBA Correspondence April - January
- 46 - R-2000 CHBA Media Plan
- # 7 { 47 - R-2000 Ontario Energy Ministry Campaign
- 48 - R-2000 Marketing Working Group File 1
- 49 - R-2000 Marketing Working Group File 2
- # 8 { 50 - R-2000 Advertising Paper file Volume 1
- 51 - R-2000 Advertising Paper file Volume 2 POH
- # 9 { 52 - R-2000 Advertising Paper file Volume 3 - ?
- 53 - R-2000 Parade of Home Post Morton
- 53(A) R-2000 Select Home
- 54 - R-2000 Parade of Home
- # 10 { 56 - Residential - Consumer - Trade ad
- 57 - Residential - P.O.S. BC/SASK
- 57 - Residential - P.O.S. BC/SASK
- # 11 { 58 - Residential Supplement Pretest
- 59 - Residential Supplement
- # 12 { 60 - Residential Supplement media plan 1
- 61 - Residential Supplement media plan 2
- 62 - Residential Supplement media plan 3
- # 13 { 63 - Residential Supplement media plan 4
- 64 - Residential Supplement media plan 5
- # 14 { 65 - Transportation - NGV Conversion Print
- 66 - Transportation - Natural Gas Conversion/B.C. Hydro TV Commercial
- 67 - Transportation - Propane Gas Association / Joint Advertising Campaign
- # 15 { 68 - Transportation - World of Wheels Advertorial
- 69 - Transportation Supplement
- 70 - Transportation Supplement - 1200 line ad
- # 16 { 71 - Transportation Supplement - Post Research
- 72a- Transportation Supplement - Media Plans 1
- 72b- Transportation Supplement - Media Plans 2
- # 17 { 73 - Corporate Advertising
- 74 - Ethnic Advertising
- 75 - Supermarket Infocentre Displays
- Agencies:
- 76 - Interact - Contact Reports
- 77 - Patterson, Coffin, Brown & Assoc. - Contact Reports
- 78 - Publitel - Contact Reports
- 79 - Simons / Toronto - Contact Reports
- # 18 { 80. Media opportunities

Box # 13

Box # 14

Box # 15

Box # 15

Box # 16

Box # 17

CP5601-87

Advertising General 1987-88

ALL CORRESPONDENCE - SEE POCKET  
TOUTE CORRESPONDANCE - VOIR POCHETTE  
#1 box #17

- EPPAC - P.N. Wood Chip ✓
- EPPAC - P.N. Explore your Energy Options ✓
- EPPAC - P.N. CREO B.C. Seminar ✓
- EPPAC - P.N. Wind Workshop ✓
- EPPAC - Residential P.O.S. Trade ✓
- EPPAC - Residential Quick (cancelled) ✓
- EPPAC - Residential P.O.S. Consumer, Ont/Que ✓
- EPPAC - Residential P.O.S. Consumer, B.C./Sask. ✓
- EPPAC - Residential Weekly/Ethnic ✓
- EPPAC - Residential POST NCAEI/General ✓

- EPPAC - Residential Bundle Up ✓
- EPPAC - Residential Canadian Consumer March ✓
- EPPAC - R-2000/General ✓
- EPPAC - R-2000 Ontario Ministry of Energy 56
- EPPAC - R-2000 National Marketing Group 57
- EPPAC - R-2000 CHBA paper file 58
- EPPAC - R-2000 Magazine 59
- EPPAC - R-2000 Joint Campaign with Ontario 60
- EPPAC - R-2000 Parade of Home/B.C. 61
- EPPAC - R-2000 Parade of Home/N.S. 62
- EPPAC - R-2000 Parade of Home/N.B. 63
- EPPAC - R-2000 Parade of Home/Nfld 64
- EPPAC - R-2000 Parade of Home/Quebec 65

#2

COGLA - P.N. Nova Scotia Nomination of Lands ✓

- Energy Commodities - Propane/Natural Gas, World of Wheels ✓
- Energy Commodities - PGAC Direct Mail ✓
- Energy Commodities - Transportation/Energy ✓

#3

- GSC - P.N. New Geochemical Maps ✓
- GSC - Interface ✓
- GSC - Activity Forum ✓
- GSC - Lecture ✓

#4

- Mineral Policy - Mineral Outlook 87 ✓
- Mineral Policy - Mineral Outlook 88 ✓
- Mineral Policy - Canadian Mineral Yearbook 86 ✓
- Mineral Policy - P.N. CEDIP ✓

#5

- Mineral & Energy Technology - P.N. CANMET publications ✓
- Mineral & Energy Technology - P.N. Siting Process Task Force ✓
- Mineral & Energy Technology - P.N. Expert System ✓
- Mineral & Energy Technology - CANMET Kamal (Forces) ✓
- Mineral & Energy Technology - CANMET Niobec ✓
- Mineral & Energy Technology - CANMET Val d'Or ✓
- Mineral & Energy Technology - CANMET Energy Conversion ✓
- Mineral & Energy Technology - P.N. Sulphide Dust Explosion ✓
- Mineral & Energy Technology - CCRS La Géomatique ✓

Box #19

#6

- Corporate - Simons/Double-Page Spread ✓
- Corporate - Simons/Insert) ✓
- Corporate - Research Results) ✓

#7

- Corporate - Research Preparation Work ✓
- Corporate - Publitel/Work done for Pretesting ✓
- Corporate - Simons/Work done for Pretesting ✓
- Corporate - Patterson/Work done for Pretesting ✓
- Corporate - Slides ?
- Corporate - Communication Strategy Meeting ✓
- Corporate - Corporate Look/Image de Marque (slides) ✓
- Corporate - Extreme Opportunities # 8
- Corporate - Ministerial Poster Series
- Corporate - P.N. Message: Masse/Le Devoir (Cahier sur Envir) ✓
- Corporate - P.N. Message: Masse/Festival Forestier St-Vianney ✓
- Corporate - P.N. Message: Masse/La Presse, Centre d'irradiation ✓
- Corporate - P.N. Message: Masse/Interface, ACFAS ✓
- Corporate - P.N. Message: Masse/Echo, Star ✓
- Corporate - P.N. Message: Masse/OPSCOM, Sommet Francophonie ✓
- Corporate - P.N. Message: Masse/Le Carrefour ✓
- Corporate - P.N. Message: Merrithew/Chronicle Journal, Forestry & Mining ✓
- Corporate - P.N. Message: Merrithew/Echo, Star
- Corporate - P.N. Message: Merrithew/N.B. The Citizen, Mining in N.B.
- Corporate - P.N. Message: Merrithew/Town of Sioux, Voice of the North
- Corporate - P.N. Message: Merrithew/Fluidized Bed, Chatham N.B.
- Corporate - P.N. CREO Manitoba/Environment Week 1987 ?
- Corporate - P.N. Exhibitions ✓
- Corporate - P.N. GEOS ✓
- Corporate - ESAB 85-86-87 (Vol.1) ✓
- Corporate - ESAB Working File 84-85-86 (Vol.2) ✓
- Corporate - Energy Options (Vol. 1) ✓
- Corporate - Energy Options (Vol. 2) ✓
- Corporate - World Energy Conference ✓
- Corporate - Free Trade Brochure ✓
- Corporate - Free Trade Ad ✓
- Corporate - Free Trade Ad (Research) ✓
- Corporate - Big Picture ✓
- Corporate - Precious Fuels ✓
- Corporate - Environment ✓

# 7. Box 1

# 8. Box 20

#10

#11

#12. Box 21

#13

#22

AMG - AMG clearance numbers ✓

- Contact Reports - Interact ✓
- Contact Reports - Patterson, Coffin, Brown ✓
- Contact Reports - Publitel
- Contact Reports - Simons/Toronto

# 14

Box

Corporate advertising - Ressources Humaines supplément

Corporate la force Revue.

RELATED CORRESPONDENCE - SEE POCKET  
CORRESPONDANCE CONNEXE - VOIR POCHE

CP5601-88

Advertising General 1988-89

- EPPAC - Residential Retailor/Contractor ✓
- EPPAC - Bioenergy Seminar ✓
- COGLA - P.N. Notice to Oil & Gas Industry ?
- COGLA - P.N. Invitation to Tender ✓
- COGLA - P.N. Crown Leasing ✓

# 1  
Box 144  
#2

- Energy Commodities - P.N. NGV Program Extension ✓
- Energy Commodities - Joint EMR/CGA proposal (cancelled) ✓
- Energy Commodities - Nuclear Association Supplement (cancelled) ✓
- Energy Commodities - CEIP Phase II (General Information) ✓
- Energy Commodities - CEIP ad, Resourceful Future ✓
- Energy Commodities - P.N. Siting Task Force ✓
- GSC - P.N. GSC, Interface ✓
- GSC - P.N. GSC Activities Forum ✓

# 23  
#9  
b7d

- Mineral Policy - P.N. Canadian Mineral Yearbook 87 ✓
- Mineral Policy - P.N. Prospectors and Developers Association Mtg ✓
- Mineral Policy - P.N. Mineral Outlook '89 ✓

- Mineral & Energy Technology - P.N. CANMET Reports (New Publications) ✓
- Mineral & Energy Technology - P.N. CANMET MSL ✓
- Mineral & Energy Technology - P.N. CANMET Mining Publications ✓
- Mineral & Energy Technology - P.N. CANMET Energy Conversion ✓
- Mineral & Energy Technology - P.N. CANMET Timmins Seminar ✓
- Mineral & Energy Technology - P.N. CANMET Publications (Corrosion Fatigue) ✓
- Mineral & Energy Technology - P.N. CANMET Oil & Gas Seminar ✓
- Mineral & Energy Technology - CANMET Testimonial (cancelled) ✓

#3

- Corporate - P.N. Message: Masse/Festival Forestier ✓
- Corporate - P.N. Message: Masse/Sommet Socio-Économique ✓
- Corporate - P.N. Message: Masse/ACFAS ✓
- Corporate - P.N. Message: Masse/Asbestos ✓
- Corporate - P.N. Message: Masse/Géomatique ✓
- Corporate - P.N. Message: Masse/Quebec Geoscience Centre ✓
- Corporate - P.N. Message: Masse/Electricity, Sherbrooke ✓
- Corporate - P.N. Message: Masse/Finance (cancelled) ✓
- Corporate - P.N. Message: Masse/Les Affaires 60th Anniversary (cancelled) ✓
- Corporate - P.N. Message: Masse/Magazine Avenir ✓
- Corporate - P.N. Message: Congratulatory - Regina Leader Post ✓
- Corporate - P.N. Message: Merrithew/Northern Daily News ✓
- Corporate - P.N. Message: Merrithew/CEIP ✓
- Corporate - P.N. Message: Masse & Merrithew/Echo, Star ✓
- Corporate - P.N. Exhibitions (2 files) ✓
- Corporate - Environment/General ✓
- Corporate - Environment Ad ✓
- Corporate - Environment Ad/Media Plan ✓
- Corporate - Environment Button ✓
- Corporate - Environment Poster ✓
- Corporate - Environment Brochure ✓

#4

#5

#6

#7 contn

Box #24



- Corporate - Environment Supplement Cover ✓
- Corporate - Environment Package for 1989-90 (Reprint) ✓
- Corporate - EMRIC/General ✓
- Corporate - EMRIC & Environment/ADMs comments ✓
- Corporate - EMRIC/Research, Claus Mohr's Ads ✓
- Corporate - EMRIC/New Approach Announcement, Achievement ✓
- Corporate - EMRIC/Hibernia ✓
- Corporate - EMRIC/EED ✓
- Corporate - Free Trade & Energy ✓
- Corporate - Extreme Opportunities ✓
- Corporate - Minister's Album ✓
- Corporate - All purpose card ✓
- Corporate - Hibernia Poster ✓
- Corporate - Weekly/Ethnic Advertising (cancelled) ✓
- Corporate - Generic Ads ✓
- Corporate - GREEN Scholarships ✓
- Corporate - Corporate Campaign/General ✓
- Corporate - Poster Series II (cancelled) ✓
- Corporate - The Big Picture (not completed) ✓
- Corporate - Style Guide (2 files, 87-88 and 88-89) ✓

#7  
cont.

#8

#9  
Box #25

#10

#11

Surveys & Mapping - P.N. Modern Mapping ✓  
Surveys & Mapping - P.N. Maps & Charts ✓

AMG - AMG clearance numbers ✓

Contact Reports - Interact ✓  
Contact Reports - Patterson, Coffin ✓  
Contact Reports - Publitel  
Contact Reports - Palmer, Jarvis

SECTORAL ADVERTISING

#12

Box #26

- ↓ News Canada Information Kit
- Quebec Science Articles regarding 87-88
- Quebec Science 88-89
- ↓ Quebec Science Contracts
- Quebec Science 89-90

#13 - see CP 5600-18

material transferred to CP 5600-15

File  
Number

Subject

CP5601 ADVERTISING CAMPAIGNS - CASES

Cases relating to advertising campaigns in newspapers and magazines, and on radio and television. Includes requests for contract, ongoing relations with the contractor, approval of the final product, etc.

-89-1 Call for Nomination No 1 (Public Notice)

-89-2 Message - Epp, ACFAS (Public Notice)

-89-3 Corporate: World Energy Conference (Public Notice)

-89-4 Exhibits (Public Notice)

-89-5 New Geochemical Maps (Public Notice)

-89-6 Double-Page Spread for Science Week - GSC-CANMET - (Public Notice)

-89-7 Canadian Minerals Yearbook 1988 (Public Notice)

-89-8 CANMET Seminar - Vancouver (Public Notice)

-89-9 CANMET Partner (Public Notice)

-89-10 CANMET CAMP (Public Notice)

-89-11 CANMET Weld-Zone Corrosion Workshop (Public Notice)

-89-12 CANMET Workshop on Computer Aided Mineral Processing (Public Notice)

-89-13 CANMET Pipeline Seminar (Public Notice)

-89-14 CANMET Energy Conversion Program (Public Notice)

-89-15 CANMET 3 Keys - Financial Post (Public Notice)

-89-16 CANMET 3 Keys - Northern Ontario Business (Public Notice)

-89-17 CANMET Coal Utilization Seminar (Public Notice)

-89-18 CEIP Seminars (Public Notice)

-89-19 Siting Task Force Meetings (Spring) - (Public Notice)

-89-20 Generic Siting Task Force (Public Notice)

-89-21 Modern Mapping (Public Notice)

-89-22 Generic CANMET 3 Keys to Success

Box #26

Box #27

File  
Number

Subject

CP5601

ADVERTISING CAMPAIGNS - CASES

Cases relating to advertising campaigns in newspapers and magazines, and on radio and television. Includes requests for contract, ongoing relations with the contractor, approval of the final product, etc.

-89-23

The Big Picture: British Columbia Mining

-89-24

Extreme Opportunities

-89-25

Resourceful Development

-89-26

Environment

-89-27

CEIP Seminars - Fall (Public Notice)

-89-28

Corporate: World Energy Conference Double Page Spread

-89-29

CANMET "Metals Minerals and Coal Technologies in Atlantic Canada"  
(Public Notice)

-89-30

COGLA Call for Bids No 1 (Public Notice)

-89-31

Minister's Congratulatory Message: Manitoba Winter Games (Public  
Notice)

-89-32

CANMET 4 Databases (Public notice)

-89-33

GSC Activities Forum (Public Notice)

-89-34

CANMET Energy Technology Database (Public Notice)

-89-35

Ministers Message: Northern Miner Newspaper Special 25th year Issue  
(Public Notice)

-89-36

CANMET Contractor's Review Meeting (Public Notice)

-89-37

Mineral Outlook Conference 1990 (Public Notice)

-89-38

CANMET Generic Ad No 2

-89-39

Environment Supplement: Canadian Wildlife Association (Logo  
Sponsorship)

-89-40

Minister's Message: La Presse - Space Technologies (Public Notice)

box # 27