


Vote Mining Ad Campaign

MINING ASSOCIATION OF BC

Life wouldn't be the same without mining.




Think you don't need mining? Mining helps us with just about every aspect of our modern lives. Cell phones, computers, appliances, bicycles, buses, cars, homes and electricity are just a few of the things that require minerals and metals. Besides that, mining is one of BC's biggest generators of jobs and tax revenue.

Who needs mining? We all do.
Ask your candidate where they stand.
Go to votemining.ca


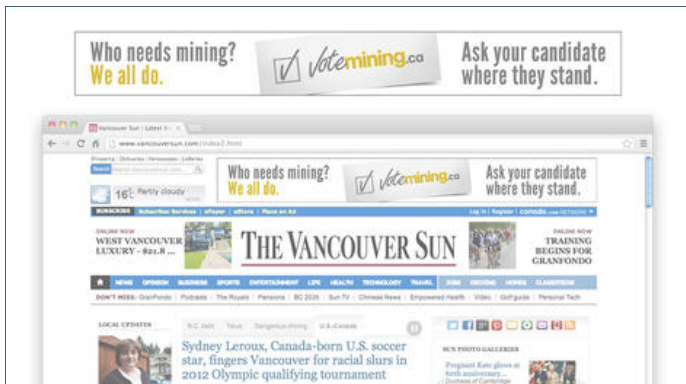


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▶ Who needs mining? We all do. Mining is essential for nearly every aspect of our modern lives. Without the metals and minerals that mining companies produce, our communications, transportation, civic infrastructures, homes, buildings and economies would simply cease to function.

Red Rocket Creative Strategies was hired to create a series of print, banner and radio ads that would communicate this important message to a general audience and drive people to the Votemining.ca website. The ads, which ran prior to the 2013 BC election, were also meant to encourage people to ask their candidates how they would support mining.

Our approach was to grab audiences quickly with powerful images of what life might be like without mining. We also knew that humour would make the messages a lot more positive and memorable. The ideas of a wooden cell phone and cardboard laptop computer are light-hearted, as are the vanishing traffic light and fire hydrant in the radio spots. But the underlying concept of a world dependent on metal is vital—even if best understood with a smile.