

Undertaking # 51

MPI to describe what specifically the one hundred thousand dollars (\$100,000) that MPI committed to Wind City Productions related to.

Undertaking # 52

MPI to investigate whether there was an evaluation related to the one hundred and four thousand (104,000) in Safety Advertising Sponsorships associated with Wind City Productions and the number of persons who viewed the branded web series; and if so to provide it for the Board's information.

RESPONSE:

Wind City, a branded web series, provided Manitoba Public Insurance an opportunity to reach a younger demographic with positive road safety messaging through a character's storyline. The dangers of texting while driving, speeding and seatbelt use, and other key messages were all highlighted through the character's behavior and associations with these scenarios. The web series also featured branding recognition within the series, on social media networks and on the website. Participation in Wind City was part of an overall comprehensive awareness and education strategy to reduce risk on the road for Manitobans.

There has been no specific evaluation related to Wind City's impact on claims costs, and any such specific correlation would be difficult to evaluate. Effectiveness of a production such as Wind City is typically evaluated in terms of its reach – the number of website hits being one measure. Wind City Productions has reported to Manitoba Public Insurance the following statistics for the Wind City web series:

- 10,706,478 digital impressions in 90 days
- 50,000 YouTube channel views
- 793 'Likes' on YouTube
- 90,902 impressions on Facebook
- 3,265,576 impressions on Twitter