

LAWPRO® Report on 2016 Public Awareness Campaign

In 2016, LAWPRO continued its public awareness campaign to promote the important services lawyers provide for their clients. The campaign consisted of articles, videos, and radio clips designed to drive traffic to the Real Simple Real Estate Guide on titleplus.ca and to lawyers. Our efforts resulted in over 8.8 million impressions involving over 216 publications, websites, and radio stations across Canada.

Campaign Objectives:

- Position lawyers as trusted advisors and consumer protection advocates.
- Promote LAWPRO as an authoritative source of information, trends, and opinions on many aspects of the legal profession.
- Raise TitlePLUS' profile with consumers via the media.
- Support government relations activities aimed at raising the profile of LAWPRO and the TitlePLUS program and its commitment to consumer protection.

Articles

In 2016, LAWPRO created six articles which were circulated in newspapers, blogs, and websites across Canada. The articles were published 176 times with a total reach of over 7 million. Some of the largest audiences included the Hamilton Spectator, the Burlington Post, and the Sudbury Star.

Titles

- [Do you know what buying your house will really cost?](#) (April 2016)
- [Cottage ownership: Know what you're buying](#) (April 2016)
- [Did you know that a new marriage revokes your will?](#) (April 2016)
- [Why new homeowners shouldn't skimp on a property survey](#) (October 2016)
- [Avoid the worst places for keeping a will](#) (October 2016)
- [I have internet - who needs a lawyer?](#) (October 2016)



Do you know what buying your house will really cost?



Videos

In 2016, LAWPRO continued to create videos for lawyers to share with their clients and the public. In May, as Canadians were getting ready for summer we launched the 'Cottage ownership: Know what you're buying' video with a digital ad campaign on major news websites, cottagelife.com, as well as a Facebook advertisement campaign.



See for yourself at LAWPRO YouTube:
<http://bit.ly/LAWPROYouTube>.

Radio Clip

Our radio clip 'How much is your new home really costing you?' was played a total of 40 times across Canada with high numbers of impressions in Barrie, Windsor, and Brantford.



Articles

Publications included:

- The Hamilton Spectator
- The Burlington Post
- The Sudbury Star
- The Waterloo Region Record

View the articles online at:

<http://bit.ly/yourlawyercahelp>

Article	Date	Publications	Impressions
Do you know what buying your house will really cost?	April 2016	38	1,868,261
Cottage ownership: Know what you're buying	April 2016	69	3,280,470
Did you know that a new marriage revokes your will?	April 2016	13	291,469
Why new homeowners shouldn't skimp on a property survey	October 2016	7	121,967
Avoid the worst places for keeping a will	October 2016	8	184,325
I have the internet — who needs a lawyer?	October 2016	1	40,000
Total		176	7,043,242

Video

Website advertising included:

- The Globe and Mail
- Forbes
- Cottage Life

Visit the LAWPRO YouTube channel at:

<http://bit.ly/LAWPROYouTube>

Video	Date	Impressions	Views
Cottage ownership: Know what you're buying	May 2016	605,241	46,958

Radio

Radio stations included:

- CFWC– FM 93.9 The River Brantford
- CJLS – AM The Wave Barrie
- CJWF – FM Country 95.9 Windsor

Radio Bit	Date	Total Reach	Stories
How much is your new home really costing you?	June 2016	1,244,224	46,958

How you can use these resources

These resources are available to promote to your networks by sharing them on social media, on your website, or emailing the links to your contacts. To learn how to share the articles and videos follow the directions in the enclosed information sheet or visit practicepro.ca/video. Not only will you be promoting the important work that lawyers perform, you will be offering helpful resources to the public. Please contact Ray Leclair, Vice President, Public Affairs (416-598-5890 ray.leclair@lawpro.ca) if you have any questions.

Go to Facebook and 'like' [TitlePLUS Home Buying Guide - Canada](#) to see our Public Awareness Campaign stories, videos and more.



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