
Fair Hydro Plan Communications Campaign

2017-06-27

Agenda

- Communications Objective
- Key Messages
- Multi – Media Advertising
 - Television
 - Radio
 - Digital Online Video :15s, :6s
 - Digital Display
 - Search Engine Marketing
- Media Plan Highlights
- Public Relations, Social Media Communications

Communications Objective

Awareness

- To raise awareness that investments in the electricity system have made the system cleaner and more reliable. This summer, significant changes are coming to consumers' electricity bills to provide rate relief and help make electricity more affordable for all Ontarians.

Key Messages

More Affordable

Ontario has made electricity costs more manageable for all Ontarians, including a 25% reduction for average households starting this summer, and rates won't increase beyond the rate of inflation for 4 years

More Reliable

Ontario has made improvements and upgrades to the electricity system and these upgrades have made the system more reliable.

Cleaner

Ontario has eliminated dirty coal plants, and introduced more renewables to improve overall air quality.

Television, Radio and Digital video, and web banners

To view advertisements please click on the links below:

Link:

http://www.thevanity.tv/client/MOE_Jun_21_1515/

Link:

http://banners.rain43.com/viewer_v2/project.php?client=MOE&year=2017&group=Fair_Hydro&project=MOE-355-fair-hydro

Radio:



Media Overview



Television

1 x 30s EN & FR & Multi



Radio

1 x 30s EN & FR & Multi



Online

1 x 30s EN & FR & Multi
1 x 15s EN & FR & Multi
1 x 6s EN & FR (Bumper Ads)

	w/o July 3	w/o July 10	w/o July 17	w/o July 24
All Tactics In-Market (4 Weeks)				

The Media Buy

Fresh Television Programming, Radio on the go, Websites, Video on Mobile



Media Buy continued

Television GRPs 150/wk per market x 5 weeks

- Toronto, Ottawa, Barrie, Kitchener/London, Sudbury/Timmins/North Bay, Peterborough, Thunder Bay, Windsor, Kingston
- French + 19 Multi-cultural languages

Radio GRPs 75-200 GRPs/wk per market x 5 weeks

- 23 Major and 60 Local markets
- French + 19 Multi-cultural languages

Digital Video

- Google Preferred, AOL Branded Skip Pre-roll

Digital Display

- Programmatic – Kijiji, Yahoo, MSN, CBC, TSN, CTV, NHL, CP24, National Post

Communications

- Collaborating with energy sector agencies, relevant social agencies, First Nations and government ministries to raise awareness
- Several tactics will be rolled out over the coming months:
 - Matte stories
 - Editorials
 - News releases
 - Designated website
 - Geo-targeted and general social media engagement
 - Communications through LDC channels

Evaluation

- Track the number news articles and editorials, recording verified distribution reach, and applying a quantitative scale to denote their tone
- Record engagement numbers for LinkedIn
- Track the number of letters and emails
- Provincial omnibus monthly survey tracks awareness