

DM Package E-Version - Dec.11

From: "Gibbs, Esther (CAB)" <esther.gibbs@ontario.ca>
To: "Betzner, Lynn (CAB)" <lynn.betzner@ontario.ca>
Date: Mon, 11 Dec 2017 13:42:33 -0500
Attachments: 2 DM Marketing Update Dec 08.docx (44.59 kB); 3 DMO Marketing Update - Dec 11.pdf (2.09 MB); 4 2017-18 Strat and Ministry Annual Budget_December 08.xlsx (21.21 kB); 5 2017-18 Marketing Strategy_QuarterlyCalendar - Dec 08.pptx (82.51 kB); 7 MOHLTC_Opioids_Radio_120417_final.doc (45.57 kB); 8 MOH_Opioids_Blocking Chart_v4_20171201.pdf (50.78 kB); 9 MOHLTC_Opioids_OOH_Poster1_Final.pdf (70.04 kB); 6 MOHLTC_Opioids_OOH_Poster2_Final.pdf (64.72 kB)

Marketing package for this week.

Thanks,
Esther

From: Thomassian, Marietta (CAB)
Sent: December 11, 2017 1:41 PM
To: Gibbs, Esther (CAB)
Cc: Farrow, Alicia (CAB); Brown, Kyle (CAB); van der Valk, Jennifer (CAB); Wilton, Megan (CAB); Burr, Michelle (CAB)
Subject: DM Package E-Version - Dec.11

Hi Esther,

Please see attached the e-version of Lynn's package that we delivered to your office today.

This includes:

- DM marketing update notes
- Marketing update exec summary slides in one PDF
- Strat budget
- Strat calendar

On USB:

- o Opioids awareness, Radio, ENG/FR (2 files)
- o Seniors spot (7 files)

Supporting documents:

1. MOHLT Opioids radio final
2. MOH Opioids blocking chart
3. MOHLTC Opioids poster 1 final
4. MOHLTC Opioids poster 2 final

Regards,

Marietta Thomassian

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