

FW: FHP Advertising Final Campaign Presentation

From: "Betzner, Lynn (CAB)" <"o=govon/ou=ontario public sector - iserv
ems/cn=recipients/cn=betznely">
To: "Whytock, John (CAB)" <john.whytock2@ontario.ca>, "Farrow, Alicia (CAB)"
<alicia.farrow@ontario.ca>
Date: Mon, 26 Jun 2017 08:35:35 -0400
Attachments: Minister June 27 FHP Comms Campaign Rev1 KE.pptx (3.46 MB)

From: Greenberg, Martha (CAB)
Sent: June 24, 2017 7:00 PM
To: Davidson, Steven (CAB); Betzner, Lynn (CAB)
Cc: Foster, Robert (CAB); Scott-Vickers, James (CAB)
Subject: Fw: FHP Advertising Final Campaign Presentation

Hi,

Energy has put together the attached slide deck to compliment the ads to be shown at cabinet this week. I had thought the idea was no presentation just right to ads but not sure if that has changed. That said, the attached seems to just explain the comms plan for when/where ads will run so doubt it will take much time if any.

Thanks,
Martha

From: Hindmarch-Watson, Tim (CAB) <Tim.Hindmarch-Watson2@ontario.ca>
Sent: Saturday, June 24, 2017 6:19 PM
To: Scott-Vickers, James (CAB)
Cc: Moore, Karen (CAB); Greenberg, Martha (CAB)
Subject: Fw: FHP Advertising Final Campaign Presentation

Fyi

Sent from my mobile.

From: Schlaepfer, Martin (ENERGY) <Martin.Schlaepfer@ontario.ca>
Sent: Saturday, June 24, 2017 6:15 PM
To: Hindmarch-Watson, Tim (CAB)
Cc: Moore, Karen (CAB)
Subject: FHP Advertising Final Campaign Presentation

Hi Tim,

I understand that our MO has requested that the OFHP advert be shown at Cabinet on Tuesday. They have also asked that the attached comms presentation be included in the Cabinet binders for members to provide context. This will be included in our submission.

Happy to discuss.

Thanks,
Martin