

Marketing Update - Dec. 4

From: "Gibbs, Esther (CAB)" <esther.gibbs@ontario.ca>
To: "Betzner, Lynn (CAB)" <lynn.betzner@ontario.ca>
Date: Mon, 04 Dec 2017 18:15:33 -0500
Attachments: 3 DMO Marketing Update - Dec 04.pdf (961.64 kB); 4 2017-18 Strat and Ministry Annual Budget_November 23.xlsx (20.93 kB); 5 2017-18 Marketing Strategy_QuarterlyCalendar - Nov 20.pptx (82.52 kB); 6 120117_MOL_APPROVEDCnL_TV.pdf (2.63 MB); 7 Advertising Content Directive (2017-11-30).docx (64.67 kB); 8 MOH_opioids_spot the fentanyl-round 2_v4.pdf (231.98 kB); 9 OSAP.pdf (1.1 MB); 10 TBMBC Submission Deck - Advertising Content Directive (2017-11-30).pptx (198.72 kB); 2 DM Marketing Update Dec 5.docx (42.34 kB)

From: Thomassian, Marietta (CAB)
Sent: December 4, 2017 4:19 PM
To: Gibbs, Esther (CAB)
Cc: Farrow, Alicia (CAB); Brown, Kyle (CAB); Wilton, Megan (CAB); van der Valk, Jennifer (CAB); Burr, Michelle (CAB)
Subject: DM Package E-Version - Dec.04

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: Seniors rough cut creative

Supporting documents:

1. MOL – approved TV
2. Advertising content directive
3. Advertising content directive – TBS submission deck
4. MOH – Opioids revised creative
5. OSAP

Regards,

Marietta Thomassian
Assistant to the Director of Marketing and Digital Strategy
Cabinet Office

99 Wellesley Street West, 4th Floor
Room 4540, Toronto, Ontario M7A 1A1
Marietta.thomassian2@ontario.ca
Tel.: (416) 326-3195
BB: (647) 294-4020