

Re: Dates of the first Energy radio ad

From: "Bromm, William (CAB)" <"o=govon/ou=ontario public sector - iserv
ems/cn=recipients/cn=brommwi">
To: "Farrow, Alicia (CAB)" <alicia.farrow@ontario.ca>
Date: Sat, 27 May 2017 12:38:30 -0400

Thanks - yes, please send when you have the chance. Main interest was in dates (wanted to confirm may 17 start), but I should read them as well.

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Farrow, Alicia (CAB)
Sent: Saturday, May 27, 2017 8:36 AM
To: Bromm, William (CAB)
Subject: RE: Dates of the first Energy radio ad

Sorry I didn't respond to this last night. We do have some other Budget ads out as well.

There were social media ads for the budget (various topics - including Energy, health, etc) - out of market this Sunday I believe.

There is also general budget radio ad that has been in market between Wednesday, May 17 and comes out of market on Sunday, May 28. I can send you those ads if you want to read/hear them.

Lish

From: Bromm, William (CAB)
Sent: May 26, 2017 6:29 PM
To: Farrow, Alicia (CAB)
Subject: Re: Dates of the first Energy radio ad

Thanks. Have we done any other budget ads, or only Fair Hydro?

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Farrow, Alicia (CAB)
Sent: Friday, May 26, 2017 6:17 PM
To: Bromm, William (CAB)
Subject: FW: Dates of the first Energy radio ad

Hey there,

See below for the dates on Fair Hydro. Let me know if you need anything else on this.

Lish

From: Trew, Robyn (CAB)
Sent: May 26, 2017 5:00 PM
To: Whytock, John (CAB)
Cc: van der Valk, Jennifer (CAB)
Subject: RE: Dates of the first Energy radio ad?

Hi John,

Our English and French radio was in market from March 16 to April 9. Our multi-lingual radio ads were in market from April 5 to April 23.

Hope this helps.

Thanks!
Robyn

Robyn Trew
Tel.: 416-325-7336 | Cell: 647-409-5291