

Communications Snapshot – International Plowing Match 2017

Communications Objectives

- Increase awareness of energy efficiency and energy cost saving programs that are available to Ontario's rural families, farms and businesses.

Context

- The Ministry of Energy will be attending the International Plowing Match from September 19th-23rd, 2017.
- By participating there will be the opportunity to provide accurate information on available energy cost saving programs. This has the potential to increase engagement in these programs and save rural families and businesses money on their electricity bills.

Target Audience

- Ontario's rural families, farms and small businesses
- All other attendees at the International Plowing Match

Key Messages

- The Ministry of Energy will be participating in the International Plowing Match to inform Ontario's rural and remote communities about energy cost saving programs that are available to them.
- The province is focused on supporting the future of rural families by encouraging enrollment in various electricity price reduction programs, such as the Ontario Electricity Support Program.
- Ontario's Fair Hydro Plan has allowed for as many as half a million farms and small businesses to benefit from lower electricity bills, and has as well expanded eligibility for other electricity business programs.

Strategic Approach

- Representatives from the ministry will be sent to the International Plowing Match for its duration from September 19th-23rd, 2017.
 - They will provide information on energy cost saving programs to the rural and remote communities in attendance, encouraging their enrollment.
 - The representatives will be accompanied by a postcard that will supply brief summaries of choice energy cost saving programs available to rural families and businesses, with their accompanied URL links for more information.
- The Ministry of Energy has rented a booth at the International Plowing Match in the Government of Ontario tent.
 - Participation in the government tent serves as a favourable and accessible point for the ministry to engage with its target audiences.
- The ministry's booth will be accompanied by pop-up banners that will focus on numerous energy efficiency and cost saving initiatives.
- The campaign will utilize social media throughout the duration of the event to inform rural and remote audiences of our participation.

Issues & Mitigation

Issue/Consideration	Mitigation Strategy	Key Message
• <i>Ontario's rural and remote communities are unaware of and skeptical of the energy efficiency and energy cost</i>	• <i>Increase awareness of the available programs through participating in the event and directly providing accurate</i>	• <i>The Ministry of Energy will be participating in the International Plowing Match to inform Ontario's rural and</i>

<i>saving programs that are available to them.</i>	<i>program information.</i>	<i>remote communities of the energy cost saving programs that are available to them.</i>
Rural families and business owners are unfamiliar with how to enroll in the energy cost saving programs that are available to them.	Initiate discussion on enrollment and provide a supplementary postcard with associated URLs for further information.	The province is focused on supporting the future of rural families by encouraging enrollment in various electricity price reduction programs, such as the Ontario Electricity Support Program.

Tactics & Rollout

Launch Event

Proposed Date and Time	Location
September 19 th -23 rd , 2017	Walton, Ontario
Description (What is the event, who is leading it? If it's a third party event, how does it connect to the announcement?)	
Huron County is hosting the 100 th International Plowing Match and Rural Expo, and the Ontario Ministry of Agriculture, Food and Rural Affairs has organized the Government of Ontario tent the Ministry of Energy will be participating in.	
Visual/Photo-op (Describe the backdrop (e.g., protected greenbelt forest) and describe any planned photo ops (e.g., boarding a new TTC streetcar).	
The Ministry of Energy booth will be accompanied by multiple pop-up banners that focus on energy efficiency and cost saving initiatives. The particular pop-up banners are TBD.	
Speakers & Attendees	
Government speakers: Premier Kathleen Wynne, Minister Glenn Thibeault (TBD)	
Other speakers: Government representatives (TBD)	
Estimated number of attendees: N/A	

	Pre-Launch	Launch	Post-Launch
Regional Rollout Examples: - MPP Template - Speeches - Media event - Op-ed, media pitch - Editorial board meeting	N/A	N/A	N/A
Earned Examples: - News release, etc. - Remarks - Event - Calls/emails to targeted audiences	Briefing Points (TBD)	- Booth and banners - Post card	N/A

- Multilingual media - Fact sheets - House Statement			
Digital / Social Examples: - Web content - Twitter/Facebook - Keyword / interactive web - Blogger outreach - Videos	• Develop content for Facebook and Twitter regarding the Ministry's attendance at the event and available energy efficiency and cost saving programs • Produce a postcard with a brief summary of choice electricity price reduction programs	• Post content on Facebook and Twitter that focusses on energy cost saving program awareness • Manage feedback to online content • Include accompanied program URLs for target audiences to find more information • Distribute postcard throughout the duration of the event	• N/A
Paid <i>(must include budget)</i> Examples: - TV/radio/newspaper - Online banners/ads - Advertorial - Householder/direct mail	• N/A	• N/A	• N/A

Evaluation

- **Social Media and Web Traffic Analysis:** To determine the engagement rate, reach and impact of the content during the International Plowing Match regarding the Ministry's attendance and the available programs.
- **Media Analysis:** To track the number of news articles and editorials that mentioned the Ministry of Energy's attendance at the International Plowing Match, analyzing their attitudes and reach.