

Advertising Standards Adjudication

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Date: Thu, 28 Sep 2017 11:10:52 -0400
Attachments: 142792, 142861 & 142892 – Government of ON – Fair Hydro Plan – Radio Adpdf (420.14 kB); 142792, 142861 & 142892 – Government of ON – Fair Hydro Plan – Radio Adpdf (264.52 kB); Response to ASC re OFHP Radio Ad.docx (71.75 kB)

Hi Deputy,

Please see below an email that you can send to the SOC regarding the complaints Advertising Standards has received on the summer Fair Hydro Plan advertising campaign. Also attached are the correspondence received by the Ministry on this issue.

Thanks,
Martin

Good morning,

Advertising Standards has received three complaints regarding our summer Fair Hydro Plan advertising campaign. In general, the complaints charge that the advertising is misleading.

In August, through the Advertising Review Board, we received these complaints and were asked to respond by providing our radio script and then a letter addressing the complaints.

Advertising Standards responded indicating that the Standards Council will adjudicate.

A date for the adjudication has not been indicated but our Ministry has been given until October 6 to file any additional documentation.

Finally, it is noteworthy that Advertising Standards did receive one complaint following our spring Fair Hydro Plan campaign which we were able to close with a letter of response.

All of the correspondence received by the Ministry on the matter is attached.

Thank you,