

Executive Summary

Who are we talking to?	All Ontario residents who pay electricity bills.
What do they believe right now?	Electricity prices are too high. In the dire cases, forcing some families to choose between food and heating costs. Many Ontarians are not aware of existing rate relief programs or believe they are not enough. Awareness of new reductions for residential consumers is also low and many will not take effect until the summer. Bill increases are still top of mind for electricity consumers. There is an expectation that energy should be affordable. Although there is support for investments in clean energy, there is a gap between calls for a clean energy mix and the increase in cost necessary to pay for this.
What do we want them to believe?	Ontario is taking action to provide cost savings to electricity consumers. Ontario is refinancing the cost of system investments over the long term – making it fairer for today's generation. Making the electricity system clean and reliable is worth the investments that have been made.
How are we going to help them believe it?	Introducing the Fair Hydro Plan will provide rate relief to consumers. It will reduce residential electricity bills on average 25% this year, and rate increases will be held to the rate inflation for the next 4 years. Ontario is refinancing the cost of system investments over the long term – making it fairer for today's generation. Rate relief programs such as Ontario Electricity Support Program (OESP) and Rural or Remote Rate Protection (RRRP) would also be enhanced. Shift the focus on electricity prices to the value and benefits of investments in the electricity system. Continue to provide information to the public.

Lasting Impression

The Ontario government is taking action to reduce electricity costs while managing the system for the future.

Creative Brief for **ENERGY** Marketing Campaign – Phase II

March 9, 2017

Ministry of Energy

Value of Electricity – Phase II

What are we asking you to do?

To springboard off the digital media and radio campaign that introduced Ontarians to electricity rate relief actions and reinforce Ontario's commitment to clean, reliable, affordable energy.

What is the problem or opportunity?

While recent announcements of cost reductions have helped inform Ontarians of the government's actions to make electricity more affordable, there is an opportunity to balance awareness of cost saving actions with the return on investments that Ontarians have made to improve value of the system:

Action/Investment	Outcome	Consumer Emotional Benefit
Average 25% off electricity bills starting this summer. Bills won't increase beyond inflation for at least 4 years. Refinancing system cost over more than just one generation to better reflect lifespan of assets – Fair. Broadening RRRP and expanding the OESP. Funding RRRP and OESP through the tax base, reducing ratepayer costs. Establishing an Affordability Fund to help eligible low-income households make home energy efficiency improvements. Establishing an on-reserve First Nations delivery credit.	<i>Affordable.</i> Improved affordability for everyone. Reduced rates and increased credits for those that need it most. Actual reductions would vary between ratepayers.	Relief.
Closed dirty coal generating plants – the single largest climate change action in North America	<i>Clean.</i> Better air quality. Renewables added - wind, solar, hydroelectric, bioenergy for a cleaner, more diverse supply. Ontario a North American clean tech leader	Peace of mind.
\$50 billion to modernize and upgrade the electricity system infrastructure such as generation, transmission and distribution assets. Examples of investments in electricity generation: nuclear refurbishment, renewables,	<i>Reliable.</i> Abundant supply to satisfy peak demand. System reliability.	Security.

Commented [LH1]: Coal-fired electricity generation was not the sole source for smog days in Ontario.

Creative Brief for ENERGY Marketing Campaign – Phase II

March 9, 2017

hydro plant upgrades at Sir Adam Beck/Niagara Falls, coal plant conversion to biomass, natural gas-fired electricity generation to help peak demand.

Context:

- Media outlets from across the province have highlighted the effects of rising electricity prices on residential and business consumers. According to the media and correspondence, some homeowners in Ontario are feeling the pinch and are making choices between paying for electricity and other necessities.
- Low awareness of the 8% off electricity bills that began Jan. 1, 2017, and other rate relief initiatives such as RRRP or OESP.
- Many Ontarians are unaware of the infrastructure investments in and benefits of clean electricity. For example, modernizing the electricity grid, replacing coal plants with a mix of resources such as refurbished nuclear, natural gas and renewables.

Key Message

Ontario is taking action to keep electricity in Ontario clean, reliable and affordable to help people in their everyday lives.

What is the reason to believe?

- New 25% off electricity savings for Ontario consumers; The Fair Hydro Plan
- The electricity assets that Ontario has invested in have reduced air pollution to make the air we breathe cleaner (0 smog days) and made the system more reliable (no brownouts) than ever before.

What tone should be used?

Proud, Optimistic, Empathetic

Marketing Objectives

Raise awareness of reductions to consumer's electricity bills, system upgrades and clean energy investments.

Media objectives & KPIs

Media Objective	Primary KPI
Part 1: Media KPI Raise Awareness: Build Support/Shift perceptions <i>Television, radio, print, digital, social</i>	Reach/frequency/VTR
Part 2: Media KPI (TBC) <i>If we have an estimator to show impact on bills</i> Conversion: Action (use the bill estimator to see the impact on your bill) <i>Digital, social (FB only) (TBC). Learn more education website.</i>	CTR, CPC Likely consecutive creative back-to-back

Target Audience

Ontario residents who pay electricity bills.

- They are frustrated at the rapidly rising costs of electricity in Ontario
- They just don't understand WHY it is SO expensive
- They consider it a right to have reliable and affordable energy
- Some are forced to make difficult decisions between food/housing costs and electricity bills
- They are supportive of clean energy initiatives (e.g. closing coal) but not always aware

Commented [AL2]: See previous comment re: smog days in connection to coal plants

Commented [AL3]: Recommend not citing reduction in either blackouts or brownouts given that they were not frequent prior to investments made and local power issues continue.

How do we reach the target audiences?

Multi-media

- Television
- Newspaper
- Digital Display
- Radio
- Social Media – to be presented in mobile formats only (no desktop)
- Search

Timing

To follow radio/digital announcement of savings for continuity (tbc)

Budget

Agency Fees & Production: \$1,250,000

Media Fees: \$3,500,000

Call-to-Action

Learn more about clean energy, system upgrades and your electricity bill.

Please fill in:

Website URLs	EN: ontario.ca/ FairHydroPlan FR: ontario.ca/ electricitePrixEquitable
Social handles (English & French)	Facebook EN: https://www.facebook.com/energyontario Facebook FR: https://www.facebook.com/energieontario Twitter EN: https://twitter.com/ONenergy Twitter FR: https://twitter.com/ONenergie
Community management contact:	Ministry and CO to work together
Ad trafficking contact:	Cabinet Office in partnership with Energy

Executional mandatories

- All production estimates must include three competitive bids
- TV and Direct mail schedules must include at least 5 days for Auditor General (AG) pre approval of script/storyboard plus 5 days for final produced material approval. Radio and Newspaper must include 5 days for AG for final material approval.
- No microsites
- Campaign webpage collaboration
- Social media designs should be presented in mobile formats
- Adhere to digital specs from media partner including 1x1 borders on display ads, HTML5 and click-thru tags as per IABC specs
- Build banner ads in HTML5: adherence to the Ontario governments AODA policy for accessibility
- Use of Ontario subcontractors for directors, production houses, photography (as needed)
- Strong partnership with the government Agency of Record for media planning and buying (PHD)
- Adherence to the Ontario government visual identity system
- Incorporation of French language and multicultural – French translation will be provided by the ministry.
- Strategic media considerations responsibility of media AOR.

Platform	Facebook	Twitter	Instagram	YouTube	All/Digital Display
Ad Policies	Creative must adhere to Facebook Ads Policies	Creative must adhere to Twitter Ads Policies	Creative must adhere to Facebook Ads Policies	Creative must adhere to YouTube Ads Policies and technical specifications	Keep in mind AODA requirements.
Format(s)	Image Video Slideshow Boosted Posts Promoted Events Dynamic Ads Carousel Canvas	Image Video Website Card Account Promotion Promoted Tweet: text, video, GIF, image Multi-image tweets Polls	Video Image Carousel	Video (skippable and non-skippable)	Interest tends to drop off when an image contains more than three people. Avoid using detailed distance shots.
Government Considerations for social and digital (based on historical performance and third party data)	Needs to stand out in “personal content” environment. Creative feature known to drive better performance: • people/faces (especially partial people) • children • pets • well-executed - lifestyle photos • bright/cheery imagery and videos Avoid images with fine details or text.	Creative must be formatted for specific channel specifications (e.g. Video Spec & Card Spec) Text-based creative performs well on Twitter (e.g. pull quotes.) These posts stand out against the high volume of photos in newsfeeds. Images with movement (such as GIFs/cinemagraphs) can increase engagement.	Build creative “Instagram-first.” It is much easier to adapt Instagram creative to other platforms vs trying to make creative work on this highly curated medium. Mature millennials (25-34): curate their ideal life (fashion, travel, adventure, food) and as a form of escaping their day-to-day life. Young millennials (18-24): showcase their perfect lives and connect with friends often through whimsical humor/posts. Use limited promotional language. No active hyperlinks in post copy. Ensure a memorable short link is used (e.g. ontario.ca/BuildON)	Include audio voiceovers that could stand alone as a radio ad – some people use YouTube as a streaming platform and will only hear, not watch an ad. For non-skippable ads the first 5 seconds are critical to prevent abandonment. There’s evidence that the following helps: • Music that is happy/uplifting or mysterious (other types of music can actually harm the ad’s performance). • presence of celebrities • Humour • Animation • Longer format videos work best for awareness	People tend to focus on images of people displaying complicated expressions over stoic or neutral ones. Highly emotive images are able to quickly and effectively convey subtle details. Using polarizing personas, especially immoral ones results in more engagement. I.e. the polluter vs. the recycler. For video: Videos 30 seconds or longer work when messaging is key; with strong brand awareness, short videos lead to higher recall rates. Consider creative use of captions for non-audio viewers. For products w/audio: Use a prominent voiceover. Key messages should start 3 seconds in. For digital display: Static images have the highest performance and should be considered before animated banner ads where possible. Avoid “learn more” and replace with a descriptive call to action.