

MINISTRY OF ENERGY
FAIR HYDRO PLAN
CREATIVE APPROACH

MAY 12, 2017

RAIN⁴³

MEETING AGENDA

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BRIEF RECAP

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BACKGROUND

In recent years, Ontario has made important investments into how energy is produced and distributed across Ontario. The result is cleaner, and more reliable energy for the people of Ontario. However, these investments have led to higher hydro costs across the province. And for many, the increase in cost has become hard to take on. The government is now taking action to remedy this struggle.

CHALLENGE

For many Ontarians, there is a struggle to reconcile why energy prices have increased the way they have. All they see is increasing prices, and increasing strain on the family budget to pay for electricity. They really need a system that works for them and their families, while also feeling peace of mind that that system will be affordable to them.

OBJECTIVE

Understanding that the Ontario government is committed to creating and maintaining a system that is better overall, and increasing awareness of the significant changes the government is instituting/has instituted to make electricity production in Ontario cleaner, more reliable, and now more affordable. **A better way to power Ontario.**

TARGET

All Ontario residents who pay electricity bills.

INSIGHT

Our target believes electricity is a right, not a privilege, that it should be affordable, and don't understand the investments made to improve the system. Speaking to them in clear, optimistic and empathetic language will help facilitate understanding of the benefits in place and the Ontario government's commitment to maintain a system that works for them and their families today, and tomorrow.

BRIEF RECAP

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THE “ONE THING” WE CAN OFFER OUR TARGET:
A BETTER WAY TO POWER ONTARIO.

WHY IS THIS CREDIBLE?

Because we now have a system that is:

MORE AFFORDABLE

We have made electricity costs more manageable for Ontarians, including a 25% reduction for average households starting this summer – the largest reduction in Ontario’s history — this includes the 8% rebate introduced in January. (50% of message)

MORE RELIABLE

We have made extensive improvements and updates to the electricity system and these upgrades have made the system more reliable. (35% of message)

CLEANER

We have eliminated dirty coal plants, and introduced more renewables to improve overall air quality, establishing Ontario as a leader in clean energy.
(15% of message)

MEDIA SUMMARY

FORMATS & MEDIA SUMMARY



Television
1 x 30s EN & FR & Multi



Radio
1 x 30s EN & FR & Multi



Online
1 x 30s EN & FR & Multi
1 x 15s EN & FR & Multi
1 x 6s EN & FR (Bumper Ads)

	w/o July 3	w/o July 10	w/o July 17	w/o July 24
All Tactics In-Market (4 Weeks)				

CREATIVE APPROACH

SCRIPT

VIDEO

Close-up shot of delicious dumplings in a frying pan on an electric stove.

Shot of a foggy bathroom with steam flowing out of the shower curtains.

A little girl lies in bed at night. A lightning flash illuminates the room. She rolls over in bed to face her nightlight.

A toddler watches a front-loading dryer go round and round.

Close-up of hands plugging in a phone; the phone buzzes to indicate it's charging.

A bag of popcorn grows in a microwave.

Cut to kids playing outside on their home's cul-de-sac under a clear blue sky.

AUDIO

Music: Quiet, minimalist and unobtrusive
V/O: **Ontario has come a long way.**
SFX: Dumplings sizzling in a pan

V/O: **Upgrades to our electricity system...**
SFX: water from the shower splashing the bottom of the tub

V/O: **...have led to a more reliable system...**
SFX: lightning strike

SFX: dryer sounds

V/O: **...for all Ontarians.**
SFX: phone vibrating on table

SFX: sound of popcorn popping

V/O: **And we now enjoy cleaner air...**
SFX: children's laughter

VIDEO

A front porch light turns on at dusk.

A fan oscillates in a bedroom beside an open window at night.

A woman in her mid-thirties is sitting at her dining room table with paperwork. A lamp illuminates it.

She rifles through some papers and bills on the table. She opens her hydro bill and begins reading it.

Return to the children playing outside, as the streetlights come on.

[ontario.ca/FairHydroPlan](#)
Arc and Ontario logo appears

Additional Scenes:

- A young girl sits in her living room, practicing her electric keyboard
- We see a fish tank with the filter bubbling away, keeping the fish happy and healthy
- Rice cooker beeping that it's done
- A Roomba robot vacuum rolls across a living room floor
- We see a lawn being mowed with an electric mower – only see dad's legs
- A stand mixer beater going round and round, mixing cookie dough
- Close up of a coffee pot making coffee
- Close-up shot of delicious dumplings in a frying pan on an electric stove

AUDIO

V/O: ...**thanks to the elimination of coal plants.**
SFX: a dog barking in distance

SFX: a fan blowing and faint snoring/sleep breathing

V/O: **Now recent changes have made electricity bills more affordable, starting with an 8% rebate introduced in January**

V/O: ...**and by July, electricity bills**
SFX: paper shuffling together, an envelope being torn open

V/O: ...**will be an average of 25% less.**
SFX: children's laughter

V/O: **Learn more at [ontario.ca/FairHydroPlan](#)**
Paid for by the Government of Ontario

CREATIVE REFERENCE

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CREATIVE APPROACH

This spot is shot in the 'slice of life' style: a combination of different quick, emotive moments reminding us of all the little ways electricity supports and improves our everyday lives, without us even thinking about it. The tone is warm, real, and emotionally positive.

ART DIRECTION

- Authentic colours and lighting for each scene ensure portrayed moments come across as 'real'
- Shallow depth of field (when appropriate) will create intimacy and clear focus for each moment
- Framing of subject will add clarity to the focus of each portrayed moment
- Heightened sounds also add focus to the spot (i.e. the sound of coffee dripping or a phone vibrating may be louder than reality)



CASTING

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We are looking for people that represent Ontarians – all ethnicities and looks. will need to do some hand casting (for partial people, like hands plugging in a phone) and casting of children.

The woman who opens the bill will be in her mid 30s, not fancy or too well dressed. Just an average Ontarian mom at home. We should like her and identify with her, as she represents all of us.

MUSIC

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Heightened sounds add focus to the spot. The drip of a coffeemaker, the sound of the dryer. Underneath, there will be a music track. The music should be gentle yet optimistic – it will move the story along but will not be the main focus of the spot.

Voice over: We would recommend a female voice over, to match the comforting and reassuring tone of the spot.

WARDROBE & PROPS

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Because we are wanting our people to look natural and authentic, the wardrobe should reflect that. No special outfits are required, just everyday clothing. The only watch-out is to not have anyone wearing partisan colours.

There are many appliances in the commercial. Consideration should be paid to make sure they do not appear too high-end, and not look brand new. These are regular items at use in our homes everyday.

LOCATION

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The locations will appear to be a variety of homes and locations that represent Ontario. Not just city, or suburban or rural, but a mix of all three. We may not necessarily shoot in all those places, but it should appear to be so. The locations should not look too high end or aspirational – just everyday homes and places that people can relate to.

NEXT STEPS

NEXT STEPS

Script approval		May 15th
Client to submit script(s) to OAG (pre-review)		May 15th
Director & Estimate Presentation		May 16th

