

COPY

Project: Fair Hydro Plan – Online Video Cut-downs

Date: May 15, 2017

Client: Ministry of Energy

Docket #: MOE 264

Creative Team: Natasha, Hilary, Leah

Last Edited: June 16, 2017

:15s CUTDOWN – AS RECORDED:

Audio	Visual
Music: Quiet, minimalist and unobtrusive V/O: Ontario's electricity SFX: keys being played	A little girl plays her electric keyboard.
V/O: system is more reliable... SFX: Dumplings sizzling in a pan	Close-up shot of delicious dumplings in a frying pan on an electric stove.
SFX: baby babbling	Blinking baby monitor
V/O: ...cleaner SFX: the bubbling of the fish tank	Little girl looks at fish in a bubbling fish tank.
SFX: water from the shower splashing the bottom of the tub	Shot of a foggy bathroom with steam flowing out of the shower curtains.
V/O: ...and by this summer, your household electricity bill will be an average of 25% less. SFX: shuffling papers	A woman opens her hydro bill and looks pleasantly surprised.
V/O: Learn more at ontario.ca/FairHydroPlan	Learn more at ontario.ca/FairHydroPlan
	Arc and Ontario logo appears Paid for by the Government of Ontario

:6s BUMPERS – AS RECORDED:

VERSION A

VIDEO	AUDIO
A woman opens her hydro bill and looks pleasantly surprised. Super: Learn more at ontario.ca/FairHydroPlan Paid for by the Government of Ontario	SFX: Shuffling papers V/O: By this summer, your household electricity bill will be an average of 25% less.

VERSION B

VIDEO	AUDIO
A toddler watches a front-loading dryer go round and round. Super: Learn more at ontario.ca/FairHydroPlan Paid for by the Government of Ontario	SFX: Dryer sounds V/O: By this summer, your household electricity bill will be an average of 25% less.