

OFHP TV Script Revisions

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Date: Tue, 09 May 2017 15:45:17 -0400
Attachments: 142128 Government of ON Hydro Rates Reduced by 25% Radio Ad - 2Wk.Ltr....pdf (187.36 kB)

Hi Deputy,

Below is a suggested email regarding the TV script changes that the MO requested. Comms has reviewed.

Ok to send to the MO?

Thanks,
Martin

Hi Andrew,

In response to the PO's request to make changes to the TV script for the Ontario Fair Hydro Plan, we wanted to remind you of the recent request we received from the Advertising Standards Council to respond to a complaint that the previous radio advertisements were misleading (see attached). While we are still developing our response, the complaint alleges that the advertisement is misleading because it claims that rates are being reduced by 25% without acknowledging that the already announced 8% is part of this reduction. As a result, we recommend that the TV ads explicitly reference that the 25% reduction also includes the previously announced 8% reduction.

Please let us know how you would like to proceed.

Thanks,
Martin