

RE: Fwd: For Approval - Initial Email to Ad Standards

From: "Imbrogno, Serge (ENERGY)" <"o=govon/ou=ontario public sector - iserv
ems/cn=recipients/cn=imbrogno">
To: "Schlaepfer, Martin (ENERGY)" <martin.schlaepfer@ontario.ca>, "Berg, Denna (ENERGY)"
<denna.berg@ontario.ca>
Date: Thu, 05 Oct 2017 15:24:26 -0400

Ok. Thanks

Sent with BlackBerry Work
(www.blackberry.com)

From: Schlaepfer, Martin (ENERGY) <Martin.Schlaepfer@ontario.ca>
Date: Thursday, Oct 05, 2017, 3:17 PM
To: Imbrogno, Serge (ENERGY) <Serge.Imbrogno@ontario.ca>, Berg, Denna (ENERGY)
<Denna.Berg@ontario.ca>
Subject: RE: Fwd: For Approval - Initial Email to Ad Standards

Hi Deputy,

I just wanted to flag that folks have removed the reference to deleting tweets, as those cannot be uploaded again later. Folks discussed this with Josh from Blakes and he agreed. If we lose the "case" we can remove the tweets then if necessary.

Let us know if you have any concerns.

Thanks,
Martin

From: Imbrogno, Serge (ENERGY)
Sent: October 5, 2017 1:39 PM
To: Berg, Denna (ENERGY) <Denna.Berg@ontario.ca>
Cc: Schlaepfer, Martin (ENERGY) <Martin.Schlaepfer@ontario.ca>
Subject: RE: Fwd: For Approval - Initial Email to Ad Standards

Ok. Thanks

Sent with BlackBerry Work
(www.blackberry.com)

From: Berg, Denna (ENERGY) <Denna.Berg@ontario.ca>
Date: Thursday, Oct 05, 2017, 1:09 PM
To: Imbrogno, Serge (ENERGY) <Serge.Imbrogno@ontario.ca>
Cc: Schlaepfer, Martin (ENERGY) <Martin.Schlaepfer@ontario.ca>
Subject: Fwd: For Approval - Initial Email to Ad Standards

Hi Deputy,

Below is the email Karen would like to send to the Advertising Standards Council indicating we have removed all references to the advertising.

It will be sent to ASC through our counsel at Blakes, and our legal team has reviewed.

Thanks,
Denna

Sent from my iPad

Begin forwarded message:

Ms Feasby,

Thank you for your time on our conference call this week to clarify the details of the Advertising Standards Council's concerns. To follow up on our commitments, we will endeavour to provide further information to support the accuracy and truthfulness of the messaging within the advertising within an agreed upon timeframe.

In the interim, this will confirm that Ontario Fair Hydro Plan advertising that mentions the 25% bill reduction and/or electricity system reliability and rate affordability has been removed from public display.

Advertising adjustments and actions include:

- 1) All paid media advertising was completed in mid-August.
- 2) This confirms the advertising will not be used again.
- 3) All owned media channels – specifically website references within the overview section on Ontario.ca/fairhydroplan and edits to energy.gov.on.ca websites. Social Media posts: YouTube, Facebook, Twitter have also been removed.

We appreciate your patience and understanding to allow us a deadline extension to share further information. We'll be in touch shortly to discuss a revised timeline for our written response.

Thank you,
J. Krane

CC: Rafe Engle, Yamina Bennacer, Laurie Sloan, Alena Thouin, Karen Evans

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