

RE: OFHP Ad Edits with Voiceover

From: "Schlaepfer, Martin (ENERGY)" <martin.schlaepfer@ontario.ca>
To: "Teliszewsky, Andrew (ENERGY)" <andrew.teliszewsky@ontario.ca>
Cc: "Imbrogno, Serge (ENERGY)" <serge.imbrogno@ontario.ca>, "Whittington, Matt (ENERGY)" <matt.whittington@ontario.ca>, "Berry, James (ENERGY)" <james.berry5@ontario.ca>, "Berg, Denna (ENERGY)" <denna.berg@ontario.ca>, "Baker, Carys (ENERGY)" <carys.baker@ontario.ca>
Date: Mon, 19 Jun 2017 18:21:58 -0400

Yes, all of these options could work.

Thanks,
Martin

From: Teliszewsky, Andrew (ENERGY)
Sent: June 19, 2017 6:17 PM
To: Schlaepfer, Martin (ENERGY)
Cc: Imbrogno, Serge (ENERGY); Whittington, Matt (ENERGY); Berry, James (ENERGY); Berg, Denna (ENERGY); Baker, Carys (ENERGY)
Subject: Re: OFHP Ad Edits with Voiceover

Good Afternoon:

To confirm - you are fine with all of these? IE: Ministry don't care?

Atel/

From: Schlaepfer, Martin (ENERGY)
Sent: Monday, June 19, 2017 6:13 PM
To: Teliszewsky, Andrew (ENERGY)
Cc: Imbrogno, Serge (ENERGY); Whittington, Matt (ENERGY); Berry, James (ENERGY); Berg, Denna (ENERGY); Baker, Carys (ENERGY)
Subject: OFHP Ad Edits with Voiceover

Hi Andrew,

The as-recorded scripts for the OFHP ads are attached. Please note the revisions highlighted and outlined below.

- **:30s TV (V1 w/ Inflation):**
 - "...household electricity bills will be an average of 25% less" has changed to, "... household electricity bills will be more affordable. An average of 25% less."
 - Added "electricity" to preface "rates."
- **30s TV (V2 w/o Original):**
 - "...and by this summer..." has changed to align with the other versions as, "By this summer..."

- **:30s Radio:**
 - Includes Inflation Line. No additional changes.
- **:15s Cutdown :**
 - "...soon your household electricity bills..." has changed to, "...by this summer, your household electricity bill..."
- **:6s Cutdowns :**
 - Removed voiceover URL
 - "household electricity bills will soon be..." has changed to, "by this summer, your household electricity bill will be..."

Link for recording:

http://clients.vapor-rmw.com/go/18_tv_radio_campaign_refs_fx_jun16.php

Thanks,
Martin

Martin Schlaepfer

Director of Operations

Deputy Minister's Office

Ministry of Energy

T: 416-326-7688

E: martin.schlaepfer@ontario.ca