

RE: OFHP Advertising Complaint Response

From: "Schlaepfer, Martin (ENERGY)" <martin.schlaepfer@ontario.ca>
To: "Imbrogno, Serge (ENERGY)" <serge.imbrogno@ontario.ca>
Date: Tue, 31 Oct 2017 13:34:16 -0400
Attachments: ASC_re_OFHP Ad Complaint CLEAN revOct31_Tracked.docx (40.4 kB)

Hi Deputy,

Attached is an updated draft of the response with CO and MAG changes incorporated. The vast majority of the changes are from MAG review, but appear to be mostly for streamlining/moving things around.

MO and CO indicated that they would like to see a final version prior to Blakes submitting.

Ok to share with MO and then CO?

Thanks,
Martin

From: Imbrogno, Serge (ENERGY)
Sent: October 30, 2017 1:58 PM
To: Schlaepfer, Martin (ENERGY) <Martin.Schlaepfer@ontario.ca>
Subject: Re: OFHP Advertising Complaint Response

Ok. Hopefully, everyone is tracking to the same timeline.

Sent from my iPad

On Oct 30, 2017, at 1:55 PM, Schlaepfer, Martin (ENERGY) <Martin.Schlaepfer@ontario.ca> wrote:

Hi Deputy,

Yes, MAG had reviewed a draft, but not the final one.

Thanks,
Martin

From: Schlaepfer, Martin (ENERGY)
Sent: October 30, 2017 1:45 PM
To: Imbrogno, Serge (ENERGY) <Serge.Imbrogno@ontario.ca>
Subject: RE: OFHP Advertising Complaint Response

Ok, thanks. Let me follow up on MAG/DAG review.

Martin

From: Imbrogno, Serge (ENERGY)
Sent: October 30, 2017 1:44 PM
To: Schlaepfer, Martin (ENERGY) <Martin.Schlaepfer@ontario.ca>
Subject: Re: OFHP Advertising Complaint Response

Share with MO and note timeline. Is the attached MAG/DAG approved?

Sent from my iPad

On Oct 30, 2017, at 1:37 PM, Schlaepfer, Martin (ENERGY) <Martin.Schlaepfer@ontario.ca> wrote:

Hi Deputy,

Attached is a draft response that would go from Blakes to the ASC. It outlines a multi-pronged response to the complaints received on the OFHP ads.

This is due back to the ASC by EOD tomorrow and we have some concerns with our ability to meet those timelines, given the need to seek MO, CO/PO comfort with this response. Do you think we should instruct Blakes to seek additional time?

OK to share draft response with MO?

Thanks,
Martin

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<ASC_re_OFHP Ad Complaint CLEAN revOct30.docx>