

Executive Summary

Who are we talking to?	All Ontario residents who pay electricity bills.
What do they believe right now?	Electricity prices are too high with some families having to make hard family budget decisions. Many Ontarians are not aware of existing rate relief programs or believe they are not enough. They are generally aware of the new 25% rate reduction for average households, but it won't take effect until the summer. Ratepayers have some understanding of the reasons behind the electricity price increases, but it's limited. They also aren't sure how this rate reduction will impact future generations. Although there is support for investments in clean energy, there is a gap between calls for a clean energy mix and the increase in cost necessary to pay for this. There is an expectation that energy should be affordable.
What do we want them to believe?	Ontario has taken action to provide cost savings to electricity consumers and keep rates down. These savings are real because they are built on significant structural change – including stretching the cost of system improvements over a longer term, to more appropriately match how long they will be in use. These changes are fairer for people – because they don't ask today's generation to pay the freight for everyone who came before, and everyone who will benefit from clean energy infrastructure in the future
How are we going to help them believe it?	Introducing the Fair Hydro Plan is intended to provide rate relief to consumers. It would reduce electricity bills by 25% on average for all households that pay for electricity. Many small businesses and farms will also benefit from this cut. People with low incomes and those living in eligible rural communities would receive even greater reductions to their electricity bills. Any rate increases will be held to the rate of inflation for the next 4 years. It is the largest cut to electricity rates in Ontario history. Ontario invested \$50 billion in electricity generation, transmission and distribution assets following decades of underinvestment by governments of all political stripes. The burden of financing these system improvements and funding key programs has unfairly fallen almost entirely on the shoulders of today's ratepayers. To fix this inequity,

	Ontario intends to refinance the cost of system investments over the long term – which will make it fairer for today's generation, and fund social programs such as the Ontario Electricity Support Program (OESP) through government revenues instead of ratepayers. Shift the focus on electricity prices to the benefits of investments in the electricity system. The system is affordable, clean and reliable: today and for the future. Continue to provide information to the public.
Lasting Impression	The Ontario government has taken action to reduce electricity costs and make electricity affordable, while investing in a clean and reliable system today and for the future.

Ministry of Energy

Value of Electricity – Phase II

What are we asking you to do?

Develop a TV-led integrated marketing campaign to follow the launch of radio/social and digital advertising. This phase of the campaign will reinforce Ontario's commitment to affordable, clean and reliable energy.

What is the problem or opportunity?

While the recent announcement of the 25% rate reduction has helped inform Ontarians of the government's actions to make electricity more affordable, there is an opportunity to balance awareness of cost saving actions with the return on investments that Ontarians have made to improve value of the system.

Language may shift from pre-passage of the legislation to post-passage. Timing is Spring 2017 (tbc).

Initiatives relevant to all residents who pay electricity will be supported by traditional and digital mass mediums, while other initiatives relevant to population segments will be reached through narrower targeted support.

ALL RESIDENTIAL RATE PAYERS – GEN POP MESSAGES

Action/Investment	Outcome	Consumer Emotional Benefit	Potential Mediums
25% off electricity bills on average starting this summer. Bills won't increase beyond inflation for at least 4 years. It is the largest cut to electricity rates in Ontario history. Refinancing system cost over more than just one generation to better reflect lifespan of assets – Fair Hydro Plan.	Affordable. Improved affordability for everyone.	Relief.	Television, Print, Radio, Digital, Bill Inserts/envelopes
Closed dirty coal generating plants – the single largest climate change action in North America	Clean. Better air quality. Renewables added - wind, solar, hydroelectric, bioenergy for a cleaner, more diverse supply. Ontario a North American	Peace of mind.	Television, Print, Radio, Digital

	clean tech leader		
\$50 billion invested to modernize and upgrade the electricity system. Infrastructure such as generation, transmission and distribution assets. Investments in electricity generation: nuclear refurbishment, renewables, hydro plant upgrades at Sir Adam Beck/Niagara Falls, coal plant conversion to biomass, natural gas-fired electricity generation to help peak demand.	Reliable. Abundant supply to satisfy peak demand. System reliability.	Security.	Television, Print, Radio, Digital, Bill

TARGETED TO RATEPAYER SEGMENTS – SEGMENT OR GEO-TARGETED

Action/Investment	Outcome	Consumer Emotional Benefit	Support Medium
Broadening Rural or Remote Rate Protection	Reduced distribution charges for those currently paying the highest costs.	Relief.	Bill inserts to ratepayers of specific LDCs. Website. Geo targeted digital, radio
Expansion of Ontario Electricity Support Program – 50% credit increase for eligible low income households.	Increased credits for those that need it most. Actual credits would vary based on income and household size. Enhanced credit for Indigenous people or those who use electric heat or certain electrically intensive medical devices.	Relief.	OW, ODSP, Fed Child Credit cheque inserts. Social service agencies: United Way, Salvation Army etc. LDC Bill inserts Service Ontario locations. Ministry website. Collaborate with OEB – OESP application website, – transit etc. TBC Indigenous community outreach. Indigenous media.
Funding RRRP and OESP through the tax	Affordable. Improved affordability for	Relief.	Website

base, reducing ratepayer costs.	everyone.		
Establishing an Affordability Fund to help eligible low-income households make home energy efficiency improvements.	<i>Affordable.</i> Expanded assistance for electricity customers who cannot qualify for low-income conservation programs	Relief.	Website. LDC bill inserts. Home energy auditors/contractors. TBC
Establishing an on-reserve First Nations delivery credit	Affordable.	Relief.	Indigenous community outreach. Indigenous media. Website.

Key Message

Ontario is taking action to keep electricity in Ontario affordable, clean and reliable to help people in their everyday lives.

What is the reason to believe?

- The Fair Hydro Plan – a new 25% off electricity savings for Ontario consumers
- The electricity assets that Ontario has invested in have reduced air pollution to make the air we breathe cleaner.
- Improvements and modernization have made the system more reliable than ever before.

What tone should be used?

Clear, Optimistic, Empathetic

Marketing Objectives

Raise awareness of reductions to consumer's electricity bills, system upgrades and clean energy investments.

Media objectives & KPIs

Media Objective	Primary KPI
Part 1: Media KPI Raise Awareness: Build Support/Shift perceptions <i>Television, radio, print, digital, social</i>	Reach/frequency/VTR

Target Audience

Ontario residents who pay electricity bills.

- They are frustrated at the rising costs of electricity in Ontario
- They just don't understand why it is so expensive
- They consider it a right to have reliable and affordable energy
- Some are forced to make difficult decisions between food/housing costs and electricity bills
- They are supportive of clean energy initiatives (e.g. closing coal) but not always aware
- They feel that this rate reduction could cost future generations more

How do we reach the target audiences?

Potential media could include:

- Television
- Digital video
- Print/Newspaper (targeted)
- Bill inserts
- Digital Display

- Radio
- Social Media – to be presented in mobile formats only (no desktop)
- Search

Timing

In-market starting in late May 2017

Budget

Agency Fees & Production:	\$1,000,000
Media Fees:	\$2,500,000
Total Budget:	\$3,500,000

Call-to-Action

Learn more about 25% off your average hydro bill, clean energy and system upgrades.

Website URLs	EN: ontario.ca/FairHydroPlan FR: ontario.ca/ElectricitePrixEquitable
Social handles (English & French)	Facebook EN: https://www.facebook.com/energyontario Facebook FR: https://www.facebook.com/energieontario Twitter EN: https://twitter.com/ONenergy Twitter FR: https://twitter.com/ONenergie
Community management contact:	Ministry (Isabelle Speerin/Krista Janicki) and CO Marketing (Jacquelynn Emanuele) to work together
Ad trafficking contact:	Energy Communications in partnership with CO Marketing

Executional mandates

- All production estimates must include three competitive bids
- TV, cinema, and householder schedules must include at least 9 business days for Auditor General (AG) preliminary review of script/storyboard (including French and multi-lingual) plus 5 business days for final review. All other advertising requires 5 business days of AG final material approval (with the exception of paid search and social media advertising).
- No microsites
- Campaign webpage collaboration (hosted on ontario.ca)
- Social media and digital creative, when appropriate, should be presented in mobile-first formats
- Adhere to digital specs from media partner including 1x1 borders on display ads, HTML5 and click-thru tags as per IABC specs
- Build banner ads in HTML5, including adherence to the Ontario governments AODA policy for accessibility
- Use of Ontario subcontractors for directors, production houses, photography (as needed)
- Strong partnership with the government Agency of Record (AOR) for media (PHD)
- Adherence to the Ontario government visual identity system
- Incorporation of French language and multicultural. French translation will be provided by ministry.
- Strategic media considerations responsibility of media AOR PHD Media

Platform	Facebook	Twitter	Instagram	YouTube	All/Digital Display
Ad Policies	Creative must adhere to Facebook Ads Policies	Creative must adhere to Twitter Ads Policies	Creative must adhere to Facebook Ads Policies	Creative must adhere to YouTube Ads Policies and technical specifications	Keep in mind AODA requirements.
Format(s)	Image Video Slideshow Boosted Posts Promoted Events Dynamic Ads Carousel Canvas	Image Video Website Card Account Promotion Promoted Tweet: text, video, GIF, image Multi-image tweets Polls	Video Image Carousel	Video (skippable and non-skippable)	Interest tends to drop off when an image contains more than three people. Avoid using detailed distance shots.
Government Considerations for social and digital (based on historical performance and third party data)	Needs to stand out in “personal content” environment. Creative feature known to drive better performance: • people/faces (especially partial people) • children • pets • well-executed - lifestyle photos • bright/cheery imagery and videos Avoid images with fine details or text.	Creative must be formatted for specific channel specifications (e.g. Video Spec & Card Spec) Text-based creative performs well on Twitter (e.g. pull quotes.) These posts stand out against the high volume of photos in newsfeeds. Images with movement (such as GIFs/cinemagraphs) can increase engagement.	Build creative “Instagram-first.” It is much easier to adapt Instagram creative to other platforms vs trying to make creative work on this highly curated medium. Mature millennials (25-34): curate their ideal life (fashion, travel, adventure, food) and as a form of escaping their day-to-day life. Young millennials (18-24): showcase their perfect lives and connect with friends often through whimsical humor/posts. Use limited promotional language. No active hyperlinks in post copy. Ensure a memorable short link is used (e.g. ontario.ca/BuildON)	Include audio voiceovers that could stand alone as a radio ad – some people use YouTube as a streaming platform and will only hear, not watch an ad. For non-skippable ads the first 5 seconds are critical to prevent abandonment. There’s evidence that the following helps: • Music that is happy/uplifting or mysterious (other types of music can actually harm the ad’s performance). • presence of celebrities • Humour • Animation • Longer format videos work best for awareness	People tend to focus on images of people displaying complicated expressions over stoic or neutral ones. Highly emotive images are able to quickly and effectively convey subtle details. Using polarizing personas, especially immoral ones results in more engagement. I.e. the polluter vs. the recycler. For video: Videos 30 seconds or longer work when messaging is key; with strong brand awareness, short videos lead to higher recall rates. Consider creative use of captions for non-audio viewers. For products w/audio: Use a prominent voiceover. Key messages should start 3 seconds in. For digital display: Static images have the highest performance and should be considered before animated banner ads where possible. Avoid “learn more” and replace with a descriptive call to action.