

# FW: Briefs

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**From:** "Byberg, Ann (OPO)" <ann.byberg@ontario.ca>  
**To:** "MacKenzie, Rebecca (OPO)" <rebecca.mackenzie@ontario.ca>  
**Date:** Wed, 29 Mar 2017 08:34:45 -0400  
**Attachments:** CreativeBrief - Energy PHASE II Mar21 v5 bb.docx (64.81 kB); CO\_Mark\_Creative Brief Retail-Rebate Program\_v7.docx (61.16 kB); ON150\_Phase2\_CreativeBrief.docx (32.75 kB)

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**From:** Robert, Melanie (CAB)  
**Sent:** March 29, 2017 7:56 AM  
**To:** Byberg, Ann (OPO)  
**Subject:** Briefs

Hi Ann

Here are the briefs as requested.

Other notes:

1. Confirmation to ensure energy campaign is complete and out of market by April 28 (just in case)
2. Determine scope/size of pending climate change/green bank campaigns. Heard PO policy is looking for larger scale.

Thanks  
Melanie