

Fw: Ann & Rebecca Meeting Agenda & Products

From: "Byberg, Ann (OPO)" <ann.byberg@ontario.ca>
To: "MacKenzie, Rebecca (OPO)" <rebecca.mackenzie@ontario.ca>
Date: Mon, 13 Mar 2017 10:52:48 -0400
Attachments: Menu Labelling - Hash Brown.msg (4.45 MB); ENE_Banner_Ads_SmallerSet_v3.pdf (210.71 kB)

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Polito, Kristen (CAB) <Kristen.Polito@ontario.ca>
Sent: Monday, March 13, 2017 10:52 AM
To: Byberg, Ann (OPO)
Cc: Robert, Melanie (CAB); Trew, Robyn (CAB); Polito, Kristen (CAB)
Subject: Ann & Rebecca Meeting Agenda & Products

OSAP

- Parent:
 - o Revised :60 edit - <https://youtu.be/N7MmOFTBT4c> – CO/MAESD/MO/Ann are happy with it. – **approval required for today**
 - o March 14 - Final picture session
 - o March 15 – Final VO session (music expected as well)
- Student (FYI):
 - o Cinema launched March 10
 - o OOH and social launch w/o March 13

SMOKE – **approval required for today**

- o English :30 - <https://youtu.be/wSNIFuaymgs>
- o English :15 - <https://youtu.be/w2gQK0fvRss>

MENU LABELLING - TEENS

Target audience: youth, 12 to 17 years old

- They frequent food outlets and convenience stores without parents
- They make independent food-related decisions

Media: social media, mobile, video pre-roll

Assets:

- Hamburger - finished - <https://www.youtube.com/watch?v=LbFjxejL9cc>
- Hash browns – WIP - attached

ENERGY

Digital Banners (draft) - attached

- As per approved messaging, simple concepts so build and trafficking will be easy
- Have gone back to Rain43 for final creative finessing – anticipating final concepts early this week
- Tracking to be in market approx. March 23, pending AG submission early this week

Radio: In OAG approval and trafficking – in market Thursday March 16

Phase 2: TV creative brief is in development