

Fw: Contact Note from our Call

From: "MacKenzie, Rebecca (OPO)" <"o=govon/ou=exchange administrative group (fydibohf23spdlt)/cn=recipients/cn=mackenzie, rebecca (opo)7a8">
To: Rebecca Mackenzie <rebecca.mackenzie@live.ca>
Date: Mon, 13 Feb 2017 12:57:41 -0500

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Byberg, Ann (OPO) <Ann.Byberg@ontario.ca>
Sent: Saturday, February 11, 2017 11:32 AM
To: MacKenzie, Rebecca (OPO)
Subject: Fw: Contact Note from our Call

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Christine McNab <christinem@rain43.com>
Sent: Saturday, February 11, 2017 10:53 AM
To: Robert, Melanie (CAB); John Yorke; Byberg, Ann (OPO); Cusimano, Jo-Anne (ENERGY)
Cc: Laura Davis-Saville
Subject: Contact Note from our Call

Hi everyone,
Thanks for the call this morning. I am not sure who else was on the call so please circulate to anyone I have missed.

Here is a re-cap of the discussion.

Overall Message:

We've heard you...

- 1) Costs had to come down
- 2) Decrease for everyone- notion of "fair"
- 3) Decrease has to last

Working name: The Fair Hydro Plan (open to other suggestions, as long as the notion of "fair" is prominent)

- Important to inject notion of "fair for everyone" into scripts to re-enforce and fight the notion of "unfair" that many perceive

Support points (equal weighting 50/50)

- 1) % off your hydro bill
 - 2) This % off is "frozen" (however don't want to use the words freeze or frozen) for 4 years (important to note that the rate isn't frozen but the percentage off is)
- Working line to communicate these points "XX% off your hydro bill, guaranteed for 4 years"

Other discussion points:

- For future TV execution, the notion of security and peace of mind will need to be

communicated

- The 25% includes the 8% from the beginning of the year therefore your 2017 bill will be XX% less than your 2016 bill. For now, in advertising we won't talk about the calculation, just express it simply as "25% off"

Next Steps:

- Rain to revise radio (Area 1) to reflect the points above- Monday (Feb 13th)
- PO/CO/MO to confirm percentages for radio record- by EOD Tuesday (Feb 14th)
- Radio Record- Wednesday (Feb 15th)
- AG Submission (Radio and Digital)- Thursday (Feb 16th)
- Approvals/Trafficking- February 23rd (5 business days not including Family day)
- On Air/Announcement- February 24th (TBC)

Thanks,
Christine

From: Melanie.Robert@ontario.ca

When: 10:00 AM - 10:30 AM February 11, 2017

Subject: Energy Update

Location: 416-212-8011 ID: 7475744#