

Fw: Revised Radio for Review

From: "Byberg, Ann (OPO)" <ann.byberg@ontario.ca>
To: "MacKenzie, Rebecca (OPO)" <rebecca.mackenzie@ontario.ca>
Date: Mon, 13 Feb 2017 10:29:14 -0500
Attachments: MOE New Radio Feb 13th.docx (126.16 kB)

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Robert, Melanie (CAB) <Melanie.Robert@ontario.ca>
Sent: Monday, February 13, 2017 10:07 AM
To: Byrne-Nearing, Sharyn (CAB); Byberg, Ann (OPO); Leps, Veann (OPO); Hooper, Liz (OPO); Whytock, John (CAB); McGoey, Eric (ENERGY); Barbaro, Rachel (ENERGY); Trew, Robyn (CAB)
Cc: Cusimano, Jo-Anne (ENERGY)
Subject: FW: Revised Radio for Review

This just in.

From: Christine McNab [mailto:christinem@rain43.com]
Sent: February-13-17 9:43 AM
To: Cusimano, Jo-Anne (ENERGY); Robert, Melanie (CAB)
Cc: Laura Davis-Saville; Christine Harron; Jane Murray
Subject: Revised Radio for Review

Hi Jo-Anne and Melanie,

Attached please find radio options based on discussion on Saturday morning. We have included the original for context but the new versions have been developed to convey:

- Notion of "fair for everyone"
- Emphasis on both the percentage off and the fixed period
- Use of "Fair Hydro Plan" as the name of the initiative we felt that this was a great tie to the message

There are three options: They each tell the story a bit of a different way.

Please take a look and let me know your thoughts.

Thanks,
Christine

Christine McNab
General Manager
T: 416.361.1804 x 262 | C: 416.418.8747
573 King Street East Suite 200
Toronto, ON M5A 1M5