

Ministry of Energy

February 3, 2017

Agenda

1. Re-cap of brief
2. Media Recommendation
3. Creative Concepts



Objective

Purpose: Presentation of media and creative for the February 16th announcement period.

Outcome: Direction on preferred creative direction and media selection (with final approval on February 6th).

Creative Brief

BACKGROUND

In recent years, Ontario has made important investments into how energy is produced and distributed across Ontario. The result is cleaner, and more reliable energy for the people of Ontario. However, these investments have led to higher hydro costs across the province. And for many the increase in cost has become hard to take on. The government is now taking action to remedy this struggle.

WHAT DOES SUCCESS LOOK LIKE?

Increase awareness of the significant changes the government is instituting to make electricity prices more manageable for Ontarians.

HOW WILL WE GET THERE?

BY MOTIVATING...(TARGET)

All Ontarians, but with a slight skew to Moms (Household CEO's) of busy young families, 25-45

WHO CURRENTLY... (CURRENT MINDSET OR BEHAVIOUR)

Believe electricity costs are way too high. They believe energy is a right, not a privilege, and therefore should be affordable for families. Many are angry that the high cost has put them in pressed financial situations – including, in dire cases, having to choose between paying for heating or food.

TO START... (DESIRED MINDSET OR BEHAVIOUR)

Feeling relief and comfort at the news that real meaningful change is coming from a government who has listened to them, and cares about their well-being.

BECAUSE THEY REALLY NEED...(BROADER NEED OR TENSION TO BE RESOLVED)

The government to acknowledge that this is not a sustainable situation for many Ontarians, and provide the relief necessary to help all Ontarians ensure they can provide their families basic necessities, without having to sacrifice in their already over-extended lives.

WHAT IS THE ONE THING WE CAN OFFER TO SOLVE THE NEED, AND ULTIMATELY SHIFT BEHAVIOUR?

We have heard you, and we are providing rate relief with The Affordable Hydro Plan.

WE CAN CREDIBLY OFFER IT BECAUSE...(SUPPORT)

- 1) Starting July 1st you will see a significant change on your electricity bill.
- 2) In addition to existing rate relief programs, we will be instituting a XX% reduction on monthly electricity costs for all Ontarians.
- 3) This reduction will be fixed for the next X years.

AND IT ALL BEGINS BY...(CALL TO ACTION)

Find out how this will impact you at Ontario.ca/affordableenergy.

Media Recommendation

Creative Recommendation

Inclusions

- Affordable Hydro Plan
- % off your bill
- “Rate will stay that way for X years”
- “We’ve heard you” or similar sentiment
- Starting July
- Drive to website / find out more (language)
- Paid for by the Government of Ontario
- Logo

Concept 1

Clean, Reliable, Affordable.

People talk about how their bill is high, but rarely talk about the why – because we have invested in clean and reliable hydro. This campaign touches on the ‘why’ (reliable, clean) and then comes in with the third part of the story – that our better electrical grid is now more affordable, too.

Clean, Reliable, Affordable.

In recent years, Ontario has made important investments in cleaner and more reliable energy. However, these investments have led to higher electrical bills.

Bills that many feel, have become harder to pay.

We've heard you.

That's why we've introduced the Affordable Hydro Plan.

Starting July, your bill will be at least XX% lower – and rates will stay that way for the next X years.

Find out how much you'll save at [Ontario.ca/affordablehydro](https://ontario.ca/affordablehydro).

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**Ontario's electricity: Cleaner. More reliable.
And now, more affordable.**



The Affordable Hydro Plan.
Starting July, your bill will be
at least XX% lower.

[See how much you'll save, here >](#)

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Concept 2

Rate Relief is Coming.

This campaign rallies around a simple line – rate relief is coming. These words offer positive news for Ontarians, while at the same time not being too much of a 'mea culpa'. It's a phrase that strikes the right balance, between frank, honest, and empathetic.

Rate Relief is Coming.

Ontarians are talking a lot about the price of electricity – and are worried that it will continue to rise. The Ontario government has heard your concerns.

Rate relief is coming.

Starting July, your hydro bill will be at least XX% lower – and rates will stay that way for the next X years.

Learn more about the Affordable Hydro Plan and see how much lower your bill will be, at [Ontario.ca/affordablehydro](https://ontario.ca/affordablehydro).

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Rate relief is coming.



**Starting July, your hydro bill will
be reduced by XX% or more.**

[See how much you'll save, here >](#)

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Concept 3

Electricity is Your Right.

When it comes to energy few of us think about where it comes from. In fact, we rarely think about it at all. Until we have to pay. In many ways electricity is considered a right. This campaign recognizes this and simply acknowledges that now we've also made it more affordable.

Electricity is Your Right v1.

Everyone is talking about energy. How investments we make today will benefit our children for generations to come.

After all, clean, reliable, and affordable electricity is their right.

Starting July, your bill will be at least XX% lower – and rates will stay that way for the next X years.

See how much you'll save at [Ontario.ca/affordablehydro](https://ontario.ca/affordablehydro).

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Electricity is Your Right v2.

Cleaner energy. Reliable Power. A sustainable future for our children. These are rights. And together, we've made investments to make it happen.

Now, we need to make electricity affordable for all Ontarians.

Starting July, your bill will be at least XX% lower – and rates will stay that way for the next X years.

See how much you'll save at [Ontario.ca/affordablehydro](https://ontario.ca/affordablehydro).

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Affordable hydro is your right.



The Affordable Hydro Plan.
Starting July, your bill will be
at least XX% lower.

See how much you'll save, here >

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Concept 4

Rural/Northern Relief

Over and over we hear stories in the news about people who struggle to pay their hydro bills - especially in rural/northern areas. This campaign acknowledges that we've heard their plight and lets them know that The Affordable Hydro Plan will help them.

To add an element of local relevancy, each ad is specifically targeted to a geographic area.

Rural Relief

In recent years, Ontarians made important investments for cleaner, more reliable, more sustainable sources of electricity. It's a cost we all share.

And we heard your concerns.

For some in [North Bay], it costs too much.

Starting July, your hydro bill will be at least XX% lower – and rates will stay that way for the next X years.

See how much you'll save at [Ontario.ca/affordablehydro](https://ontario.ca/affordablehydro).

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**Attention North Bay:
The Affordable Hydro Plan is here.**



The Affordable Hydro Plan.
Starting July, your bill will be at least XX% lower.
And stay that way for the next X years.

[See how much you'll save, here >](#)

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**North Bay residents:
Electricity rate relief is coming July 1st.**



The Affordable Hydro Plan.
Starting July, your bill will be at least XX% lower.
And stay that way for the next X years.

[See how much you'll save, here >](#)

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Voice of empathy, warm, supportive, helpful, respectful, woman age 35-45ish

#1. Gemma Zamprogna

The Advil read (at the very end) is the reference we like on her reel. There is a naturally warm compassionate tone, yet she's also kind of no-nonsense. It's a good balance.

#2. Pip Dwyer

We like the Sick Kids reference the best, although I would direct her to be a little more positive or lighter in tone than that.

NOTE: We are currently sourcing more mature voice options.

French Female Voice Talent

#1. Patricia Marceau

#2. Anne Beaudry

Next Steps

- Approval of creative direction - February 6th
- Translation of scripts - February 6th
- Radio record - February 7th

Thank You